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ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

REASONS FOR FINANCIAL AND ECONOMIC CRISIS

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The ability to timely determine the maturation of the crisis is becoming one of the most important elements of the economic management system. Therefore, the study of the essence of crisis phenomena is very important.

For a long time, the efforts of scientists were aimed at forecasting crisis situations. Various theories and methodologies have been developed but they could not predict the crisis of 2008. This testifies to the lack of effective methods for tracking transformational changes in financial and economic systems. Theoretical models do not correspond to empirical data. Therefore, the search for scientific approaches for the convergence of theory and real processes continues.

This article summarizes the experience in research on the causes of crisis phenomena and examines approaches based on new technologies for analysing economic data. The main emphasis is on the methodology of physics and synergetics in the analysis of economic data. It is shown that the use

of the laws of physics, the theory of chaos and fractal analysis in economic processes, has quite a successful application in studies of the problems of stability and stability of financial and economic systems.

These approaches allow a better understanding of economic processes. However, each individual method does not solve the problem posed. In the context of globalization, the modern economy is a complex system, the dynamics of which cannot be represented by one or more factors. It moves in a multiphase space. The motion of such systems is described by differential equations, which remain unknown. Therefore, we need a methodology for intellectual monitoring that will allow us to penetrate the depth of the processes that are occurring, will make it possible to reveal hidden patterns and warn about the approach of turbulence. Further development of research appears in the creation of a new theory containing all the main factors that affect the crisis process.

THE FORMATION OF THE INSURANCE MARKET OF UKRAINE AND COMPETITIVENESS OF THE SERVICES MARKET

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The article focuses on the research of insurance market in Ukraine and its competitiveness in the market for specified services. The insurance market is under development and requires more in-depth study, as analytical materials and researches are not enough for the effective operation of insurance companies.

One of the main problems is underdevelopment, imperfectness, the presence of gaps and contradictory legal standards, and the lack of deliberate government policy in the field of insurance.

Equally important for the effective functioning of the economy, improving social welfare, is the development of the insurance market of Ukraine. Fighting insurance company aims to achieve a leading position in the insurance market. In the harsh competition, adequate assessment of the competitiveness of the insurance market is a key issue, which solution allows choosing reasonable ways to achieve competitive advantages and strategic direction. The current insurance market of Ukraine shows that insurance as a part of the financial system does not fully fulfil its role.

The study analysed the state of competitiveness of the insurance market of Ukraine. According to data analysed were asked to address certain deficiencies in the insurance industry. Insufficient development of the Insti-

tute of Actuaries indicates the weakness of the life insurance sector and the unavailability of the insurance sector in the implementation of pension and health insurance. In general, Ukraine has no professional companies (agencies) ranking of companies, insurers, and other institutions insurance market, which is evidence of the low level of insurers and insufficient demand to state their supervisors. Also, a factor in the lack of transparency of the insurance market is the lack of public awareness about the status and activities of insurance companies. This indicates a lack of purposeful state policy in the field of insurance. Citizens have to be confident in the transparency of insurance companies and have access to information about their condition. Increased influence and demands of insurance companies by state supervisory authorities and further improvement of legislation in the insurance industry will strengthen the confidence of people in the future and increase the level of confidence in the domestic insurance companies.

After analysing all the elements of competitiveness rating of Ukraine in the international insurance market, we can give an opinion on a very low quality of competitive insurance market in Ukraine, although the overall ranking of global competitiveness of the insurance industry in Ukraine is quite competitive.

CRIMINAL ECONOMIC POLICY NAZI GERMANY IN THE OCCUPIED TERRITORY OF UKRAINE DURING WORLD WAR II

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In the article the military and economic aspects of management and operations Nazi authorities in the occupied territories of the former Soviet Union and Ukraine in particular. Based on documents reviewed in forming some predatory military-economic policy of Germany in the captured areas of Ukraine, Peculiarities of colonialist plans of Ukrainian integration to MIC industry Third Reich.

Before the beginning of the war in Germany, considerable work was done on organizing, defining goals and objectives, planning actions for the occupation of the territories of the Soviet Union, the conquest of its peoples. Moreover, in the first place were the whole economic nature. Accordingly, the war was planned as an aggressive one that had a predatory character.

According to the current estimates, before the approval of the final version of the Barbarossa plan during the 1941 military company, the main blow was to be struck by a group of armies "South" in the direction of Donbass in order to accelerate the capture of Ukraine's territory of its production complex and natural resource potential. This strategy was most in line with the colonial policy of the Nazi leadership and the interests of the German monopolies. Further development of the plans for an attack on the USSR proved more promising from the point of view of the tactics of attacking the "Center" group.

A separate analysis needs a dual nature of the environment in which the German government planned to operate in the occupied territories. As already mentioned above, an extensive military-administrative system for managing the seizure of resources of captured Soviet regions with rigid elements of regulation and control was created. At the same time, special status in the Eastern economic policy was secured for the largest German monopolies. At the beginning of 1942, the leaders of the companies gained from Hitler a promise that "after the end of the war on captured" eastern territories "the state and the Nazi party will not fully control the economy. They will provide "the transition to a private initiative" and "the creation of independent enterprises". Monopolies received an additional incentive: "the right to private entrepreneurship" and above all in the occupied territories of Ukraine and the Caucasus. The largest concern – "I.G. Farbenindustri" and others – guaranteed especially widespread promotion of "private initiative" in the east. Within the framework of the so-called new organization of economic management, economic and economic centers on the territory of the USSR will turn into the estates of the German monopolies.

Involvement in the plundering of the eastern regions of German corporations enriched the organization of the military-economic policy of Germany with great experience in the creation of state-monopoly associations of the militaristic trend.

THE PROBLEM OF OPTIMIZING THE ROLE OF THE PUBLIC SECTOR IN UKRAINE AS A CONDITION FOR THE ECONOMIC SECURITY

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In Ukraine, in transforming the political and economic system, expanded a range of problems associated with the necessity of forming the foundations of economic security. Now Ukraine's economy is in extremely difficult circumstances caused by deep political and economic crisis and military aggression by the Russian Federation. Given the realities of the situation in the national economy, the severity of a problem of economic security, relevant is the research of identifying effective state mechanisms and means of protection of the economy of Ukraine, where an important place, in our view, belongs to the public sector.

Undoubtedly, the social purpose of the state – to create favourable conditions for all economic actors but in crisis to stimulate the speed of achieving results such a state's role should be complemented by the intensification of the public sector, in which it has a direct impact. A negative prospect for the development of high-tech production in Ukraine is a stable downward trend of innovative activity of enterprises in Ukraine. In this regard, there is a need to define priorities for public action to promote increased production of high-tech products in Ukraine. The deterioration of the investment climate in terms of macroeconomic instability and military aggression in Ukraine causes an outflow of foreign direct investment. In these circumstances, the state should not only use different mechanisms to attract private domestic and foreign investment but also make the most powerful investor. Activation of state investment in the economy Ukraine

in conditions of instability is essential for the improvement of investment sphere. The structure of exports of high-tech products of Ukraine is traditionally dominated by aerospace products, electronics, and communications – products of mainly public sector enterprises. Scientific production of the military industry of our country remains competitive in the international market of armaments and military equipment. Promising areas of technological components of the military-industrial complex of Ukraine's economy include aviation and space technology, technology related to the creation of communication systems, radars, precision weapon guidance systems, and management of complex information systems, and intelligence, including space. All these products belong to the public sector. An important role in the state export support is played by specialized financial institutions that are directly involved in the enforcement of state functions to stimulate the development of exports, in particular – insurance, lending, and guarantee exports.

The key priority for the state security and defence is to ensure the country's defence. The state ability to resist to various forms of foreign aggression primarily depends on the development of the Armed Forces. The public sector is fully charged with the role of providing functioning and development of the Armed Forces of Ukraine by funding from the state budget, logistics of products of the military-industrial complex, military training.

In modern conditions of foreign military aggression in Ukraine, growing of the

state role in the economy, in general, and the role of the public sector, in particular, becomes actual. Primarily, this is due to the urgent need for a rapid achievement of such goals as economic growth and security and defence.

METHODS OF THE HUMAN CAPITAL ASSESSMENT

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The purpose of this article is to analyse the indicators of evaluation of human capital, to identify key evaluation criteria and their impact on the human capital of the state.

It is known there is a relationship between the level of education, physical health, quality of training, manufacturing experience, and wage in the theory of human capital. Thus, costs aimed at improving the quality characteristics of the individual are considered as an investment.

These costs are not seen as consumer spending, they are treated as productive as they eventually multiply compensated by income.

The author states that the methods of interstate comparisons are widely used, according to which a system of indicators, characterizing the relationship of macro-economic and educational characteristics of a specific country, is compared with a system of indicators of other countries. For determining the value of human capital, a cost (money) and natural assessments are also used.

The author pointed out that human capital has a complex internal structure. Generally accepted is its division into fixed assets (funds), which include: intellectual capital; a fund of training in the workplace; health fund; a fund of migration; a fund of economically relevant information; a fund of the motivation of economic activity; a fund of business; others.

The author has placed emphasis on the fact that each of these assets has intangible character, so assessing such assets must be approached differently than tangible assets. Their real value lies in the revenue they can generate. The cost of the intellectual property as considered consists in using it, rather than in related expenses. The methods of measurement and valuation of intangible assets are considered by the author.

The specificity of human capital and investment in it is manifested primarily in the fact that it cannot be formed without the direct participation of its future owner. In this context, private investment in human capital is an absolutely necessary condition for its increasing on every level.

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

ANALYSIS OF ATTRACTING DIRECT FOREIGN INVESTMENTS IN THE ECONOMY OF UKRAINE

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The role of investment for the development of the national economy as a whole and as a factor of social and economic development for the country is considered. The factors that determine the investment attractiveness of Ukraine for foreign investors are directly linked with high natural resource potential, highly qualified labour force capable of rapid perception of new technologies in production and management, low average wages, and territorial proximity to the EU and Asia.

Analysed foreign direct investment during the period of 2013–2016 years. Found that investors tend to invest in profitable areas in Ukraine, such as agriculture, finance, and industry. Not too much attention is paid to education, culture, and governance, which might be a source of revenue for Ukraine. For a more accurate conclusion about the investment processes in Ukraine, analysed direct investment (equity) in Ukraine's economy by economic activity in 2013–2016.

Another important aspect was precisely the analysis of statistical data on investment flows from different countries. There are a number of potential investors for Ukraine, such as Cyprus, Great Britain, Germany, the Netherlands, and the Russian Federation, which remains our investment partner.

Today Ukraine is not as attractive investment compared with the closest Eastern Europe but to attract investment is quite high odds. This can be seen from the material in the country investing, as the EU and other countries. After the study, it can be argued that Ukraine takes steps to increase investments in the sectors that have the greatest potential.

Discovered the basic problems that prevent an increase in foreign investment.

Proposed methods and appropriate actions that could be interesting for foreign investors in the advisability of investing in the economy of Ukraine.

INTERNATIONAL STUDENT MIGRATION AND ITS IMPACT ON THE SOCIO-ECONOMIC DEVELOPMENT

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The problem of student migration becomes important for our country due to the deepening of its integration in the global economic area and increased cooperation with the European Union. Traditionally, issues of labour migration are more scientifically interesting than educational because consequences of labour migration are more common for economies of emigration and immigration. However, in the context of the growing role of human and especially intellectual capital for our country, a question arises about the need to develop a strategy for regulating student migration, so that its benefits will greatly exceed the drawbacks as it is common in the developed countries.

The research singles out the notion of student migration among other terms describing the movement of the population for the purpose of gaining knowledge. Student migration is defined as the conscious temporary movement of persons outside of the country of his or her nationality in order to obtain a degree of knowledge and higher education.

The article analyses that student migration makes a comprehensive impact on the

economy of the receiving countries and the donor countries. For the host country, it means the increase in revenues to budgets of educational institutions, consumer costs associated with accommodation of students, and enrichment of human capital with highly intellectual and productive segment (in the case of the transformation of movement into the "emigration through education"). As for the country, that provides migrants, in the case of the unreturning to the country of citizenship, the state not only gets hidden benefit from cost savings on training highly qualified specialists but also receives economically active, educated, and open to innovation groups.

An inquiry survey of students is conducted on the issue of awareness about the opportunities for the international education and the participation of young people in short-term training. The survey allowed finding out the factors that are denotative for students in choosing the country and training institution, the main sources of information used by students in finding opportunities for student migration.

EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT AS A KEY FINANCIAL PARTNER OF UKRAINE

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The overview of the geographical direction and the volume of the investment of the European Bank for Reconstruction and Development in recent years is made in the article. The place of Ukraine in the general list of the bank invested countries in 2016 is defined. Although the Ukrainian investment climate was unfavourable in recent years, Ukraine is still attractive for EBRD investment. It is established that Ukraine is one of three leaders together with Turkey and Egypt, taking second place.

Energy infrastructure is the priority of EBRD in Ukraine. The Bank has been managed by the Chernobyl Shelter Fund since 1997. This Fund financed the construction of a new safe confinement (NSC) worth 1.5 billion euro and related projects. The EBRD also supports the commercialization of municipal utilities through projects with large demonstration effects or

energy efficiency gains. Besides, the EBRD supports the modernization of Ukraine's gas transportation and distribution systems.

The indicators of Ukraine's debt to the European Bank for Reconstruction and Development are analysed. It is summarized that the debt of Ukraine to the EBRD has not critical value even with increasing amounts of investment of our country in recent years. This is due to the conditions of cooperation when funds are directed to the country not as national borrowing but as an investment of the certain objects.

There is made a general conclusion about the state of Ukraine's cooperation with the European Bank for Reconstruction and Development. The priority ways to improve the investment climate in Ukraine such as political and legal stability, effective combating the corruption are suggested.

WORLD EXPERIENCE OF THE VENTURE FINANCING AS THE MODERN FORM OF INVESTMENT

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One of the investment resources for financing innovation activity in developed countries is venture capital. Worldwide experience has shown that the emergence of venture capital led to a significant intensification of innovation processes, and the venture capital becomes a factor of accelerating the development of STP.

The article describes and analyses the state and development of venture financing in leading countries such as the US, China, and countries of the European Union. It also describes the state of venture capital market in Ukraine and identifies problems and prospects of its development.

The study had determined that the US venture capital investments are flowing, especially in high-tech industries, giving a significant boost to the development of other sectors of the economy. In Europe, venture capital as a source of funding is especially useful for young companies and companies in high-tech industries.

Investments in high-tech industries are very perspective for the development and have a wide field for future research. In recent years, the rapid jump in the volume of venture capital investments is observed in China because of the simplification of entering the market and their attractive conditions for domestic and foreign venture capital investors.

The article states that despite some problems and deficiencies, an attention to venture business in Ukraine is gradually increasing.

It is concluded that the Ukrainian venture capital market will show a rapid growth in the next few years. Creating appropriate conditions for investment funds allows Ukraine to have an effective mechanism for the development of the securities market, which plays a significant role in the intersectoral reallocation of capital, improve the stability of the stock market, and stimulate domestic and foreign investment.

COMPARATIVE CHARACTERISTICS OF SOLAR POWER EFFICIENCY IN LEADING COUNTRIES WORLDWIDE

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There is performed a comparative analysis of solar power efficiency in individual regions and leading countries across the world and in Ukraine. It is estimated that amongst some regions, the leadership belongs to North America countries. The leader of solar power efficiency is Spain. Its dominant positions are determined by the high solar intensity in comparison with other European countries and the current legal requirements obliging owners of new facilities to install a certain amount of solar inverters during construction. It should be mentioned that such an approach allows minimizing line losses while transmission of

electricity since a major part of the electricity produced is consumed by the producer itself. It is confirmed that solar power efficiency in Ukraine is at the mean European level that is largely due to solar power plants located in the southern regions of the country with higher solar radiation intensity and use of up-to-date equipment. It is recommended to divide further investigation into two separate directions, one of which is a comparison study of operational efficiency for large solar plants, and another one is an analysis of the operation of small solar facilities mounted on building roofs and walls.

UKRAINE IN THE CONTEXT OF GLOBAL MIGRATION PROCESSES

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Geopolitical transformations in the modern world against the background of intensifying global problems, as well as fresh or escalating military conflicts, influence directly all the aspects of social life and cause constantly growing migration processes.

The research objective is to explore the dynamics of migration flows in Ukraine within the context of global migration processes with the aim to develop an efficient migration policy, targeted at the restriction of the drain of gainfully employed population from Ukraine.

The avalanche growth of migration flows from the poor “Third World” countries to highly developed economies is not only caused by the global political instability and military conflicts but also determined by the economic factors and the desire of migrants to improve their standards of living and to come close to those existing in European countries.

The choice of Ukraine in favour of Europe and signing of the Association Agreement, as well as the political move towards visa free regime between Ukraine and the EU, against the background of escalated military conflict in Donbas amid severe system wide economic crisis and falling life-standards of the population, have resulted in necessitated large-scale migration of Ukrainian citizens in search for better life opportunities and decent salary scales. This in its turn has caused intensifying

migration flows in Ukraine in the context of global processes.

The research demonstrates that migration profile of Ukraine underwent an 180-degree turn for the worse in 2016: the economically active population is migrating in an indiscriminate way; gifted young people prevail in the structure of migration flows, they receive education abroad or get employed overseas to secure a permanent residence permit. The bulk of their savings earned abroad in 2016–2017 remains in the country of stay, evidencing that they do not intend to return to their motherland. At the same time, the flow of currency transfers to Ukraine starts decreasing drastically, producing a negative impact on both the economic growth of the country and the volume of investments in its economy.

The outflow of young active workforce, the loss of scientific potential, and the reduction of currency transfers to Ukraine cause irreparable damage to the national economy since the negative indirect multiplicative effect will determine the macroeconomic indicators of the national development for many decades to come, and now it significantly slows down the processes of recovery from the severe economic crisis in Ukraine.

The need for an active intervention of government agencies in the course of migration processes in Ukraine is evident, at the same time, the state regulation of migration processes should not be limited to the restric-

tive measures only, otherwise, it may result in growing irregular migration of Ukrainians and increased social tensions. Solution to this problem lies in the development of a

concerted migration crisis recovery strategy and adequate migration policy, which would include a comprehensive set of political, social, economic, and legal measures.

ECONOMY AND OPERATION OF NATIONAL ECONOMY

IDENTIFICATION AND ANALYSIS OF PROBLEMS IN THE MANAGEMENT OF PUBLIC ENTERPRISES IN UKRAINE

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In the article, the peculiarities of management and supervision of state enterprises are determined, an analysis of advantages and disadvantages of the conventional approaches is done. General scientific methods are used: the method of abstraction for imaginary identification of the most significant aspects of the management of public enterprises and deviations from minor parties and properties, analysis and synthesis for the disclosure of management of public enterprises, method of induction and deduction for total and partial conclusions about the management of public enterprises to base on individual facts and general provisions. Given the specified problematic operating conditions of the public sector enterprises in Ukraine, it is extremely difficult to ensure the effectiveness of its activities. Changing organizational forms of enterprises, including their organizational consolidation is important but not a sufficient precondition for its improvement. It will

only get a one-time economic benefit through cost savings due to the centralization of certain industries and functional departments or reducing non-productive sectors.

The public right has a significant impact on the economy. One of the main tasks of Ukraine's state policy is to create a system of the public sector. Despite the desire to implement a system of governance (European quality) in Ukraine, in most cases, there occur outdated management techniques, leading to inefficient use of assets of state enterprises. Therefore, there are many differences between the position of the legislature and control methods used today.

The study analysed the effectiveness of the management of state enterprises in Ukraine at the present stage of its development, identified and analysed problems in the management of public enterprises, found a discrepancy in national management systems and practices.

METHODOLOGICAL APPROACHES TO FORMING POLICY AND STRATEGY IN THE MANAGEMENT OF ENTERPRISES

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In this article, there are studied and summarized theoretical approaches to the problem of policy and strategy in terms of strategic management, identified essence, meaning, and benefits of forming policy over strategy in enterprise management. According to the concept of strategic management, we believe that strategy and policy include to the group of elements that are the subject of strategic management. In scientific, there substantiated the dominant position of one of these elements, or focuses attention on interpenetration strategy and policy.

However, to determine the key areas of strategy realization, leadership should clearly apportion strategy to specific tactical plans of enterprise activity. Therefore, the development of such strategic initiatives increases the role of the enterprise policy, which is formed by senior management and defines the main ideas, development indicators on each year, that provided by the overall strategy. Implementation of the overall strategy of the enterprise depends on defined policy by management.

Based on the above, the main objective of the study is to determine the benefits of policy over strategy in strategic enterprise management.

Management requires from leadership at domestic enterprises to form effective policy that applies to all areas its activity, strategic thinking, and skills, on the base of clearly formulated policy realize the strategy through the current plans of the enterprise. Its results and competitiveness in the domestic and foreign markets will depend on how the enterprise management will form the policy, use strategic management.

Policy in modern science and practice of management is considered as a result, a set of interrelated decisions that determined priority directions for the use of enterprise potential to implement its mission; ensuring a long-term competitive advantage in target markets as a tool for the realization of interests of the enterprise. In accordance with a clearly formulated policy, management should identify the main long-term trends of the realization of a general strategy of the enterprise development.

CURRENT STATUS AND FEATURES OF THE DEVELOPMENT OF MORTGAGE LENDING IN UKRAINE

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In developed countries, a mortgage loan is an effective tool of the market economy, which stimulates the construction of new facilities, the formation of the market of real estate and securities. The most popular was housing mortgage lending, which main goal – the creation of an efficient system of providing affordable housing to citizens with average income based on market principles for the acquisition of housing at the expense of own means of citizens and long-term mortgage loans.

Stable development of the housing market in Ukraine reached after the global economic crisis of 2008 but, in 2012, this development stalled due to the worsening political and economic situation in the country. In turn, the demand for housing decreased as a result of decreasing purchasing power. Today the problem arises in the fact that pur-

chasing power remained low and housing demand high. Thus, it becomes relevant to the study of the mechanisms of investing in housing, including mortgages, which could reduce the cost, mitigate risks for investors at the micro level, and become a precondition for increasing GDP, creating new jobs, new industries, and development of small and average business – on the macro level.

Researching problems in mortgage lending, it should be noted that in modern conditions of the development of mortgage lending in Ukraine, there is becoming a crucial challenge to the further implementation of the credit and banking reforms. A mortgage is an independent Institute for Market Economics; at the same time, it contributes to the emergence and development of other components of the market infrastructure.

THEORETICAL ASPECTS OF THE SOCIAL INSURANCE SYSTEM FUNCTIONING

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The aim of this article is to investigate theoretical aspects of the social insurance institute functioning.

It is pointed out at the fact that the appearance and the formation of the social insurance system as a component of the social defence took place in the XIV century and is connected with the activity of shop floors. The sophistication of social and economic relations caused transformation of the essence of social insurance.

The main scientific approaches towards the determination of the essence of social insurance are generalized.

A lot of scientists emphasize on the social insurance as the system, which, in our opinion, narrows the realization of this scientific category in some way. We can observe a similar approach also in the effective regulatory acts. At the same time, different interpretations are given there.

We propose to interpret the term "social insurance" as a combination of legal, social,

and economic relations, in the result of which realization of the principles of population's social defence with the delivery of specific social services for the insured people is assured.

The main forms of the social insurance are the following: compulsory and optional. The first form, which existed historically, was an optional one. The comparison of social insurance forms is determined by the level of social development in a certain country. It is noted that social insurance is an important social institution. It is aimed at the realization of the principle of social justice when an insurance event occurs. An important direction of the social insurance system development in Ukraine is taking into account the interests of all social partners, such as the state, employers, and labour unions. The perspectives of further researches in this sphere could be the investigation of the efficiency of social insurance functioning in Ukraine.

TRANSFORMATION OF MARKETING CONCEPT UNDER GLOBALIZATION

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named after Mykhailo Tugan-Baranovsky

The first marketing concept – a concept targeting production – is operated by a limited supply of goods. The concept of targeting a product originated in circumstances where the goods were offered more than demand. The concept of intensification of commercial efforts appeared when the company began to concentrate on the mass promotion of products to consumers. Instead the concept of intensification of commercial efforts, the concept of marketing came; an attention began to focus on the satisfaction of interests of manufacturer producers, customer's and social needs, in the second half of the twentieth century, the concept of social-ethical marketing formed.

According to the research, the changing of marketing concept in the context of globalization is considered. The marketing concept of sustainable development based on the assumption that companies have to meet the customers' needs that exist nowadays without compromising the ability to meet the needs of future generations, is substantiated. Thus, it is found that the marketing of sustainable development is the activity of the company aimed to fully meet the needs of consumers, manufacturers, and society with the active support of the state. The role of the state is to ensure the balance of interests between civil society and business in terms of marketing concept of sustainable development.

THE TRANSFORMATION OF THE AGRICULTURAL SECTOR OF THE NATIONAL ECONOMY

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The article reflects the content of agrarian economy transformation that changes virtually all components of the agricultural economy: the way of coordination and balance support, property relations, type of reproduction, production structure, institutions, and law. In this regard, the authors present the construction of agricultural transformation processes in three features – liberalization, privatization, and stabilization, which are typical for many foreign and domestic researchers.

The transformation of the economic system of the agricultural sector is considered as a situation where industrial economy moves to the post-industrial stage of development. The latter only have to start playing on its own basis. The very same transition characterized by the fact that none of the present socio-economic systems are able to play on their own. This result is not linear historical development; there is a system that can be more or less progressive compared to the old structure.

Conducted expert and critical ranked analysis of publications and speeches of Ukrainian scientists and foreign experts placed in 2005–2015. Special scientific publications, as well as content analysis of speeches experts, allowed identifying two directions conclusions.

The first directly attributable conclusions are about the possibility of upgrading operating in Ukraine a regulated market economy, the agricultural sector, despite current significant deformations.

Representatives of the second direction in the Ukrainian economic theory reasonably argue that in Ukraine, the transformation of the national economy and the agricultural sector to the level of the developed market economy is not completed.

The authors argue that Ukraine used in the third modification, which is not fully implemented, should describe the condition, dynamics, and trends of the balanced macroeconomic system of the agricultural sector, which even in times of crisis evolution remains quite stable.

PECULIARITIES OF ORGANIZING INFORMATION SECURITY OF THE CONTEMPORARY INFORMATION SYSTEM AND ITS ECONOMIC EXPEDIENCY

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The article explores and classifies the sources of threats in the process of using information resources, suggests ways to preserve the value of information resources, and assesses the economic effectiveness of costs for information security. The growing influence of threats to the information security of the modern information system is considered and methods for its effective protection are proposed. And also generalized the main stages of building the information security policy; subsystems of effective information protection are allocated; recommendations on designing the information security policy are developed.

The relevance of the topic is determined by the fact that the scientific analysis of the current scientific and legal framework of Ukraine and the whole world proves that the concept of national security (in its content)

is still uncertain. Current research of information security has a wide range of areas within both technical and socio-humanitarian, legal sciences in particular. This makes special demands on the formation of methodological foundations of research, which should ensure the development of a coherent area of knowledge about information security, integrity, and objectivity of its content, facilitate implementation of the principles of science and professionalism in the practice component of information security, and bring it to optimality.

The modern organization should be able to build information security policy properly, meant to develop and implement a set of preventive measures to protect sensitive data and information processes effectively. This policy provides requirements for the staff, managers, and technical services.

SOCIAL INSURANCE AND FEATURES OF ITS FINANCIAL SUPPORT IN UKRAINE

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An analysis of social insurance funds is provided in this article, which allowed the author to highlight a number of shortcomings of the current system of social insurance.

It is proved that the functions of the insurer in the modern system of social security, on the one hand, make it too cumbersome, and the other – form the basis for misuse of funds and various abuses. However, the main drawback is the preservation not insurance principles including the existence of payments of not insurance character. It is also determined by the authors that the main items of expenditure fund of social insurance must be insurance payments that are targeted, that speak in favour of a particular insured person for whom the insurance risk materialized in an accident.

It is proved that based on the economic substance of social security, insurance case must not be the result of deterioration in the welfare of citizens related to their life, health, and disability. Therefore, the mandatory attributes of insurance payments should be targeted citizens and loss of income. Instead, signs not insurance benefits include unspecific character and lack of direct communication with the loss of the national income.

It is concluded by the author that each of the four funds on the list of uses of funds is such that some or all of the criteria are not claims: targeting and the fact of loss of income. In the context of the need to introduce final insurance principles in the social insurance, there arises a question about the feasibility of preserving these areas in the authorized activity.

PLACE AND IMPORTANCE OF CHANGE MANAGEMENT IN THE SYSTEM OF STRATEGIC PLANNING

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Enterprise change management is a concept and a process for deploying change management across an organization. It goes beyond the project level and focuses on an overall organizational approach to managing change. Organizations have standard processes and tools for project management, talent management, and continuous improvement. Many have recognized the need for the same type of disciplined processes for change management.

Organizations are facing large and more frequent changes under current economic climate. A changing marketplace, workforce, and technological advancements have created an environment where change is becoming "business as usual". In this environment, organizations are beginning to recognize the importance of building the competency to rapid and successful change. As organizations are transformed by system implementations and organizational redesigns, the emergence of new processes, policies, systems, and cultures typically present unique and sometimes daunting challenges to an organization.

Often organizations that do not adapt well to these changes compromise their planned

return on investment due to: confusion resulting from vague new roles and responsibilities, imbalanced workload across the organization, resistance to change by stakeholders, managers, and employees, the lack of confidence in leadership, inability to achieve cost reduction or actual cost increases based on the above. The following four steps to solve the above problems in change management are recommended in the article: 1) organizational change planning; 2) organization of the team to implement organizational change; 3) team motivation; 4) organizational change control and regulation. The internal causes of change (the need for change in the management structure, obsolescence of products, equipment and technology, decrease in the enterprise performance) and external causes of change (economic conditions and government regulation, change in laws and other regulators, level of competition, purchasing power of consumers) are described in the article.

Therefore, the main aim of the article is developing steps for successful organizational change management at the enterprise.

THE CONCEPTUAL FRAMEWORK OF THE DEVELOPMENT OF TARGET PROGRAM FOR COMBATING FINANCIAL FRAUD

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This article considers issues of scientifically grounded approaches to the definition of the policy of formation of a mechanism of counteraction to criminal phenomena in the field of economics in the part of minimization of minimizing fraudulent phenomena and minimizing these threats to the economic security. This requires solving a number of issues of the methodological order, which determines the solution of the tactical tasks of the national economic policy, as well as the principal tasks of the strategic direction concerning the elaboration of foundations of the considered mechanism of counteraction.

In the conceptual framework, the mechanism for countering fraud phenomena in the economic sphere and economic governance should “work” on the realization of Ukraine’s national interests in the field of economy. These interests include the following: ensuring the economy’s ability to operate in extended playback mode; raising the level of well-being and quality of life of the population; support for the unity and stability of financial-banking and credit-financial system, balance and proportionality of development of key sectors of the national economy, rationality of the structure of foreign trade, Ukraine’s independence in strategic directions of scientific and technological progress; creation of economic, legal, and other conditions for the preservation of

the common economic space, avoidance of criminalization of society, optimization of the state’s participation in macroeconomic regulation.

For the purpose of determination of principal approaches to the strategy of counteraction to financial fraud, it is necessary to find the main source of the generation of determinants of criminal by consequences and socially destructive by nature phenomena in the economy. This source is manifested in the presence of contradictions arising between the economic interests of society and the interests of certain social groups that carry out their activities in the field of economics.

The main among these contradictions lies in the antagonism between the general, the only, integral interest of society, on the one hand, and the private, special, specific business interest, on the other hand. It is the divergence of such interests that generates in-depth contradictions and antagonisms in the system of economic relations in the economy and its management. At the same time, the task of society and the state should be to prevent the aggravation of such contradictions to the level of social conflicts, explosions or revolutions. Ideally, a policy aimed at minimizing or optimizing and even harmonizing the system of economic interests is needed.

FORMING STRATEGIC DIRECTIONS OF ORGANIC FARMING DEVELOPMENT IN UKRAINE USING THE TECHNIQUE OF SWOT-ANALYSIS

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Problems of development of organic farming in Ukraine are shown in this article. Basic problems of its functioning in Ukraine are proved, namely to settle the issue of accreditation of authorized certification of organic production and certification inspection process of organic production and turnover of organic products by the Resolution of the Cabinet of Ministers of Ukraine; the development of national organic production rules based on international requirements and standards; ensure keeping the register of state producers of organic products; training on issues of organic production by introducing special programs and courses in basic training programs for specialists and managers specialized in agricultural universities of Ukraine and others.

The absence of legislation to pass state producers of organic products certification

procedures of organic production is emphasized, causing state producers are in the process of organic certification under existing international standards, often the standards of the European Union.

SWOT-analysis of organic farming is made, as a result, the major opportunities and threats, strengths and weaknesses of its functioning and development are identified. The development strategy of national organic farming is chosen, which allows in the future realizing it through certain strategic areas: introduction of certification procedures for organic production according to the EU standards; formation of a legal framework that regulates the system of organic farming; development of cooperation of households in rural areas through the cooperation of agricultural service cooperatives, etc.

STATE-OWNED SUPPORT SOCIO-ECONOMIC SITUATION OF YOUTH AS ONE OF THE CLASSES OF THE ECONOMICALLY ACTIVE POPULATION

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The article is devoted to problems of youth as one of the categories of economically active population in Ukraine. The younger generation is the potential of socio-economic recovery of Ukraine. So important is the analysis of realization of the state youth policy, increase of financial support, search for new sources of funding expenditures for youth programs and activities.

Youth policy in Ukraine is a system of organizational, legal, financial, economic, educational, and information activities aimed at improving the living conditions of young people. The author has shown that young people are the most promising resource in the labour market, the bearer of the latest knowledge of science and technology, the generator of innovative and creative ideas. Employment of youth as one of the classes of the economically active population is extremely important for each country.

The most important socio-economic problem in Ukraine is increasing the availability of housing for low-income segment of the population and increasing the proportion of homeowners.

State youth policy has become an instrument of progress and transformation of countries.

Thus, the primary task of the state is to create a favourable business climate and facilitating the start their own business, preferential government loans aimed at supporting entrepreneurial initiatives of young people, the introduction of effective mechanisms of partnership and cooperation with non-governmental and charitable organizations, technical and financial assistance from the state youth organizations, promotion of new mechanisms, and the search for new sources of funding.

STATE SUPPORT FOR SMALL BUSINESS AS A FACTOR OF THE SOCIAL POLICY OF THE STATE

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In modern European countries, small business serves as a basis for the social and economic development; it is a middle class that is the basis for the sustainable economic development. Activities of the small business are focused primarily on the local market, so it has to be a base for forming a rational structure of the local economy and promotes a particular region. Under such conditions, there is a logical and appropriate question to support and promote business development.

The main efforts of the government in implementing social policies are focused on ensuring social stability. Small business contributes significantly to minimize social tensions, social conflicts, contradictions in society, and becomes a tool for ensuring and guaranteeing social standards, which is one of the objectives of the formation of an effective, active, constructive social policies.

Small business in Ukraine is substantial untapped reserves of economic growth. Its activation is a key priority for the regulation of social and economic development of Ukraine.

Ukraine's policy of recent years has taken a clear focus on simplification of procedures related to the organization of businesses, including their registration, providing services at no cost to entrepreneurs-beginners in selecting promising types of business, information on foreign firms, markets, etc. To date in Ukraine, there is no single state policy support and development of small enterprises as a system of coherent and interconnected steps with clearly defined objectives, directions, and expected results. Actions of public authorities show a lack of awareness of the importance of small businesses to the national economy, and manifestation of this is inconsistency and non-systemic character of decisions, which they make.

ALLOCATION EFFECT OF STATE ENTREPRENEURSHIP ENTITIES FOR THE NATIONAL ECONOMY DEVELOPMENT: METHODOLOGICAL AND APPLIED ASPECTS

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The article is devoted to the coverage of the urgent theme concerning the reform of state entrepreneurship as a structural and institutional component of the national economy, which is considered in the context of clarifying its functional-target load. The regional segment of the study is caused by peculiarities of the allocation of state-owned enterprises, which were ignored for a long time during the implementation of the state economic and regional policies, which confirms the lack of a clear view of boundaries (areas of distribution) of the state intervention in the course of economic processes. The existing situation is complicated by the lack of adequate and sufficient information on determining the nature of the impact of subjects of state entrepreneurship on: 1) changing the structure of the economy, in particular, the real sector, in favour of production with high added value and with prolonged effect; 2) formation of gross regional product; 3) ensuring employment of the population; 4) creation of prerequisites for the emergence of regions-poles of the economic growth, innovation centres, regional clusters; 5) process of realization of state

and regional strategic priorities of socio-economic direction. Under such circumstances, managerial decisions made by the state, not always backed up informally, did not contribute to solving the accumulated set of problems of the regional development.

A special attention is focused on an analysis of a number of operating and privatized enterprises in a regional dimension, taking into account the time factor, the results of which are interpreted through the use of mathematical and graphical operators of the MathCad15 program.

Further denial of the significance of state-owned entrepreneurship and the allocation effect of its subjects will only intensify the deployment of divergent processes between regions, delay the solution of the problem of enclave nature of the development of economic complexes and will hinder the competitiveness of the national economy as a whole. We believe that it is the business state that is able to ensure the production of positive changes on the basis of innovation and social orientation, which requires taking into account recommendations formulated by the author in this context.

INTELLECTUAL PROPERTY AS THE LEVERAGE OF INNOVATIVE ECONOMIC RECOVERY

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Intellectual property is one of the most valuable assets of any company. The introduction of innovative technologies can provide a competitive advantage monopoly. The basis of the whole innovation production system is the availability of innovative products portfolio of intellectual property.

The article is aimed at studying the activity of the agricultural and industrial sectors in view of the presence and number of intellectual property in the market to determine their impact on the economic situation of the country.

Intellectual property rights in accordance with law institutions are divided into two groups: the objects of copyright and related rights and industrial property. The latter is the most popular in the industry, manufacturing, and trade.

The most common among industrial property are patents, utility models, industrial designs, and trademark, which have the great commercial value. In the agricultural sector, plant varieties occupy the basis of manufacturing.

The authors examined trends in process of flow of applications for inventions, utility models, trademarks for goods and services, qualified indications of origin, varieties, and hybrids of plants and obtaining protection for them. The impact of enterprise performance and implementation of foreign trade of the introduction of intellectual property are investigated. Increases in agricultural products exports and reduction of industrial exports are detected. The main reason for an imbalance of foreign trade – the dominance of exports of goods with raw materials orientation and a small proportion of products, which have high added value. Fostering innovation enterprises contribute to such national preferences as soft loans and tax levers.

Targeting manufacturers to produce high technology products will update the means of production, create new jobs, increase the production of innovative products, and change the vector of commodity exports in the other direction.

COMPETITIVENESS OF THE NATIONAL ECONOMY OF UKRAINE

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In the article, the approaches to the definition of national competitiveness factors and the factors determining it in globalizing world markets are considered. On the basis of various points of view of foreign and domestic scientists, conclusions are made on the generalization of the concept of national competitiveness. National competitiveness can be defined as the ability of the country to create the conditions, in which businesses can generate sustainable economic growth, ensure long-term profitability, and job creation.

Components of the index of global competitiveness of the national economy and the state of Ukraine's economic competitiveness identified systemic problems, namely macroeconomic identified the main factors that determine the low competitiveness of Ukraine, namely, the poor quality of institutions, government instability, corruption, high inflation. And competitive advantages of Ukraine are revealed: the components of labour market efficiency, the practice of hiring

and firing, and higher education and training, the quality of rail infrastructure, the quality of primary education, capacity for innovation, availability of scientists and engineers.

The main macroeconomic factors that determine the low competitiveness of Ukraine are identified after analysing reviews of the World Economic Forum (The Global Competitiveness Report), namely, the poor quality of institutions, government instability, corruption, high inflation, rising public debt. To eliminate weaknesses and increasing competitive advantage, it is necessary to develop and implement systemic measures, both by the government and all branches of government and business entities because the problem of increasing national competitiveness is very multifaceted; the nation should involve many factors, which are aimed at ensuring sustainable economic and social development, which is implemented in the growth of GDP by activity, income, and areas of use.

ECONOMY AND ENTERPRISE MANAGEMENT

ANALYSIS OF SOFTWARE OF THE ENTERPRISE'S INTELLECTUAL CAPITAL MANAGEMENT

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The basic software of intellectual capital management at an enterprise is investigated in the article, its advantages and disadvantages are determined. The software was evaluated using a system of criteria, which made it possible to justify optimal software for improving management of intellectual capital at domestic enterprises.

Due to the shortage of material resources at domestic enterprises, a dominant factor in the growth of their effectiveness is intangible resources, the main among which is intellectual capital.

The article aims to substantiate the optimal software of intellectual capital management of domestic enterprises through analysis and evaluation of basic software of intellectual capital management and its components.

According to the authors, intellectual capital – a set of professional skills and knowledge of personnel, accumulated experience of organization, system information resources, and contacts of businesses with suppliers, customers and other partners in

business, corporate culture, organizational and intellectual opportunities, which in the process of its use create their own value and provide profits and enhance competitiveness.

Intellectual capital is the dominant lever, which provides superiority and development for the company, significantly strengthens its market position, and creates competitive advantage.

Today there are many software tools used to improve management of intellectual capital at enterprises. Ukrainian and foreign companies offer a significant amount of software, including the main ones: 1C: Enterprise, SAP ERP (SAP R/3), Galaxy, DeloPro, system “Konsi Marketing”, system of CRM-solutions “Sail”, program-analytical system “Intellectual Capital” and others.

To determine the optimal software of IC management, the authors proposed appropriate set of criteria (depth analysis of IC to evaluate the level of IR, the possibility of obtaining advice or ways to enhance IR, ease of interface, adapted to the Ukrainian

economy, the price of the program, availability of service, clarity program) selected the best software tool for Ukrainian companies. A result of the investigation of the authors by

the proposed system of criteria is based on optimal software for solving such problems at Ukrainian enterprises, namely, a program-analytical complex "Intellectual Capital".

CHANGE MANAGEMENT STRATEGY IN THE ORGANIZATION

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The article contains an analysis of the main approaches to building a strategy for managing change in an organization. The author considers the life cycle of the organization. The work contains an analysis of various models of change management. The author suggests a model of the interrelationships of the overall management strategy of the organization's development with the strategy of change management, organizational structure, staff training, and the introduction of coaching support for change. The life cycle of the organization includes terms of changes that need to be managed. The purpose of this management – reducing the counter staff and obtain the intended result. Crisis internal and external environment also influences changes in the organization and requires special management action. Developed scenarios regarding situations of change management will reduce the opposition of staff and achieve better results in the management of the organization. The study aims to identify the relationship between the organization lifecycle and change management. Changes in management strategy should possess: an update (step life cycle analysis of the external and internal environment, availability of resources, the willingness of staff, analysis of the technological and administrative processes, etc.);

determining the organizational structure of implementation strategies (analysis and combining sustainable and flexible organizational structures); risk analysis (risk group identification, analysis of identified risks scenarios to reduce the probability of manifestation of risk); map of the change management strategy implementation (mental map, a road map – answers to the questions what, when, where, who, why); formation training plan and coaching staff (previous studies – for making changes, learning to effect change, to support the coaching change). The article includes an example of a model change management. The author examines the purpose of increasing the proportion of goods and services in the market and introduces new technology, offers customer relationship management. They are based on dynamic monitoring of customer satisfaction, increase loyalty, attract new customers. The results of researches allow forming a strategy of development and change management as two parallel strategic documents, taking into account the life cycle of steps implemented and the impact on technological and management processes and personnel organization. The author plans to develop methods to identify the causes of staff resistance to organizational changes and its reduction.

FORMATION OF THE STRUCTURE OF FINANCIAL RESOURCES OF AIC COMPANIES

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In the modern conditions, characterized by the presence in the economy of a significant number of crisis phenomena of varying depth and complexity, it is the agro-industrial complex that allows solving the issues of food security, creating a reliable and stable source of budget revenues, and developing the existing production and economic potential. The loss-making and unstable financial condition of the most agricultural enterprises requires a constant search for efficient sources of financial security, optimization of their composition and structure.

The aim of the research is to analyse and evaluate the forms and structure of sources of financing for agro-industrial companies in the current economic conditions.

The structure of sources of financing of their activities includes both own funds, and long-term and current liabilities and provisions. In recent years, there has been a steady increase in the amount of capital used by agricultural enterprises, a significant increase in the sources of both own and borrowed funds, which indicate an active expansion of their activities.

An analysis of the capital structure of agricultural, forestry, and fisheries enterprises has shown that, in recent years, there have been significant changes in the share of current liabilities and collateral, and a decrease in the share of other sources of financing. At the same time, the volume of current liabilities is growing due to a significant increase in current accounts payable, while the vol-

ume of bank loans remains relatively stable. This trend indicates a decrease in the financial stability of enterprises in the industry and may be due to a shortage of own resources and limited access to credit resources of the banking system.

The analysis of the dynamics of the share of loss-making business entities is confirmed by the presence of problems in the limited resources of the enterprises of the sector and, at the same time, justifies the objective necessity of attracting external sources to maintain their efficient activity, despite the fact of their financial stability.

The paper assesses the forms of financing used by industry enterprises using the cluster analysis method. It is revealed that three clusters were formed in the studied population:

1) the companies, which use predominantly debt financing (up to a cluster comprised between 12.5% and 33.3% of enterprises);

2) the companies, which use predominantly mixed financing, that is, the shares of own and borrowed funds range from 40 to 60% (from 16.7% to 26% of enterprises);

3) the companies, in the structure of the sources of financing of which the absolute advantage was provided by own funds (from 46% to 62.5% of enterprises).

So the own capital remains the main source of financial support for the most business entities in the AIC. Therefore, it is necessary to seek for ways to increase their financial results or to gain access to credit resources in the banking system.

WORLD EXPERIENCE OF EMPLOYEE MOTIVATION AND POSSIBILITIES OF ITS ADAPTATION TO THE CONDITIONS OF UKRAINIAN ENTERPRISES

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At the present stage of development of Ukraine, a problem of motivation is important. The staff is the most complex and specific type of resource that a company uses in its activities. The effectiveness of the company largely depends on the efficiency of staff. Due to employee's interest in the results of its work, it is possible to achieve increased labour productivity when creating appropriate labour conditions.

One of the main functions of management in the company is motivation. The company can realize its potential for the economic growth only under conditions effective motivation. Lack of motivation at the enterprise can be a deterrent to the growth performance of its activities.

Therefore, the improvement of the personnel motivation in the company is rele-

vant and led to the choice of the research topic

The purpose of this paper is to determine the nature of personnel motivation as an instrument of social policy and research ways to motivate its efficient working methods through social policy.

The article reveals the essence and economic nature of workers' motivation as the main element of the human factor intensification, which not only creates the material preconditions of production but also ensures their efficient use. Investigated the experience of the system formation of employees' motivation in foreign firms of different countries. Defined general principles and features of the introduction of new approaches to the management of motivational processes at Ukrainian enterprises.

STATE REGULATION OF INNOVATIVE-INVESTMENT ACTIVITY

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The system of state regulation, in our opinion, should be considered in two dimensions: normative-legal support, as the fundamental basis of institutional units and executive bodies, as institutions implementing state policy.

An analysis of the system of legal regulation of innovative-investment activity indicates the absence of a systematic approach in this area and a unified strategy of its development. In particular, the Economic Code is the regulation of innovation and investment processes from the perspective of unity and interaction but, at the level of individual laws, these processes are considered separately. This approach can be justified by the need to detail mechanisms of innovation and investment processes. However, in our opinion, touching character of these processes should be maintained not only at the level of legislation but also methodological guidance and legal acts.

In recent years, there is a tendency to allocation of public finances from the sphere of innovation. Institutional forms of the state support of innovative and investment development in Ukraine are presented in the form of structural divisions (departments of innovative-investment development) Departments of regional development of the regional administrations. That is, the regulation of innovative-investment activity in Ukraine is carried out collectively by the territorial departments and the Inter-departmental Commission on state investment projects, the efforts of legislative and executive power without distinct administrative forms.

The main goal of Ukrainian Development Corporation should be established to create favourable conditions for the development of innovative-investment activity in Ukraine. According to the purpose, such a Corporation shall be assigned with the following tasks:

- development of projects of normative-legal acts in the sphere of innovation and investment activities, the organization of their public discussions;
- determination of priority directions of innovative and investment activities in the medium term and proposals for long-term prospects and overall strategy;
- assistance and organizational support for concessional lending of innovative activity;
- reconstruction and modernization of the industrial sector and the creation and production of new products;
- organizational and methodological support of innovative development of social sphere;
- organizational and methodological support of innovative educational processes and knowledge areas;
- promote the creation of technological parks and clusters;
- promote the creation of a market for investment capital.

Therefore, the system of normative regulation of innovative-investment activity is imperfect and unsystematic, as in a documentary, and at the institutional level. Improving this system should encompass the harmonization of existing legal acts and optimization of controls. In the application

proposed in the study of the directions of optimization is possible the formation of an effective system of state support of innovative and investment activities in conjunction with the elimination of duplicate functions

of public administration. Thus, the development of a general strategy of development of the system of state support of innovative and investment activities is the prospect of further research.

CONFLICT MANAGEMENT IN THE SYSTEM OF HUMAN POTENTIAL MANAGEMENT AT THE ENTERPRISE

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The article describes the essence of human resources and human potential at an enterprise, identifies the main sources and causes of organizational conflicts, as well as the basic technologies of conflict regulation. Revealed that the conflict is an important form of interaction between people and serves as a means of solving many problems and participation in conflict situations can take up to 20% of the working day of that employee.

The practice of entrepreneurship confirms that conflict takes a special place in any team. This is due to the fact that the conflict is an integral part of the life of every enterprise. Accordingly, there is a need for an in-depth study of modern trends in the formation of organizational conflict, how to eliminate them and counter their effects.

One of the major components of the aggregate resource potential of the enterprise is its human resources.

For the integral evaluation of quantitative and qualitative characteristics of human resources as a source of aggregate labour supply, there are used concepts of "labour potential", "human capital", "labour capital".

A complex system that within organizational relationships potentially contains the possibility of conflict at various levels is influenced by a variety of reasons.

There are many causes of conflict. Causes of conflict are phenomena, events, facts, situations that preceded the conflict and cause it under certain conditions.

The root cause of organizational conflict is the impossibility of uniform distribution of resources and equal access to them. This root gives rise to a number of other causes of conflict, which, in turn, are divided into objective, socio-psychological, personal.

It should be noted that successful operation of the enterprise is impossible without effective management. An integral part of such a management is conflict management, which can contribute to the achievement of the objectives of this management but management objectives of the company.

Conflict management is purposeful, due to objective laws impact on its dynamics in the development or destruction of the system, to which refers the conflict.

There are many different methods to prevent and avoid conflicts that can be used in the enterprise. They are based on the objective of creating a favourable environment within the team and the formation of a positive climate.

Thanks to the timely decision, and even better to prevent conflict situations, any company can easily achieve planned financial and economic goals at the expense of a cohesive and productive work team.

CONCEPTUAL FOUNDATIONS OF DIAGNOSING CONSULTING PROJECTS FOR ENTERPRISES

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In the current economic conditions, domestic enterprises face the problem of improving resource efficiency and, consequently, increasing the role of intellectual assets to ensure the long-term success of businesses, growing need for modern management tools and techniques, such as diagnostics. All this creates objective prerequisites for strengthening the role of consulting services, which are often not implemented in the form of advice but in the form of consulting projects. The main objectives of the implementation consulting project for the company and consultant – to determine specific results and directions of work to ensure problem-solving and the development of a mechanism for the implementation of recommendations to accomplish the total implementation of the planned measures.

Problems of research conceptual foundations on diagnostics are investigated in the writings of many scientists. However, the

analysis of publications shows a lack of characteristic elements of the system diagnostics. Therefore, there is a need in the formulation and justification of the concept of diagnosing consulting projects for enterprises.

The studies make it possible to form the main components of diagnosing consulting projects for enterprises: basic principles of diagnosis consulting projects; subjects of diagnosing consulting projects; diagnostic purpose and the main task; technology for diagnosing the procedures of consulting projects; methods and techniques; indicators and object of diagnosing. The result of the implementation of all diagnostic procedures is the formation and approbation of optimal management decisions for the realization of consulting projects.

Diagnosing consulting projects for companies involves identifying the characteristics of the enterprise to determine the feasibility and effectiveness of projects.

PROFITABILITY INDEX OF DIFFERENT UKRAINIAN INDUSTRIES AND WAYS TO IMPROVE THEIR LEVEL

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The article analysed indicators of the profitability of the main industries of Ukraine for the 2013–2015 years. In particular, the analysis included the following economic activities like agriculture, hunting, and forestry; industry; construction; trade, repair of motor vehicles, household goods and personal items; hotels and restaurants; transport and communication; financial activities; real estate, renting, and business activities; education; health care and social assistance; municipal and individual services; activity in culture and sport.

According to the analysis, we determined that there is the highest level of profitability in the areas of the economy of Ukraine as agriculture, hunting, and forestry, transport and communications, education. Drew attention to profitability improvements that have occurred in recent years in the following industry sectors as industry, trade, repair of motor vehicles, household goods

and personal goods, hotels and restaurants, finance, health care, and social assistance. This is due to the restoration of stability of the economic situation.

During the 2013–2015 years, such industries remained unprofitable as construction, real estate, renting and business activities, as well as communal and individual services; activity in culture and sport. It should be noted that, in general, there is enhance the profitability of different industries due to the increase in profits and reduction of expenditure.

According to the analysis of the profitability of different sectors of the economy, Ukraine showed the need for the introduction of measures to improve the efficiency of their operation. According to the results, we proposed general and specific measures for different sectors of the economy that have a positive impact on the profitability of companies.

WAREHOUSE MANAGEMENT OF A BUILDING ENTERPRISE ON THE BASIS OF LOGISTICS

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The condition of continuous flow manufacturing processes in any enterprise is to create certain stocks of raw materials, fuel components. Investigated warehousing building is a part of a company and includes a combination of several warehouses, electrical equipment; a material composition for construction. A separate line of business is providing warehousing services for storage and the profitability of the construction firm as a whole will depend on its precise activity.

Warehousing of the construction company carries out procurement of material assets for its own production and sales, using mixed acquisition channels, including:

- direct procurement in Ukraine;
- purchase through dealers;

In working with organizations and suppliers, the intermediary company adheres to the following principles: long-term perspective partnerships; respect for mutual benefit; setting and achieving common goals

in the market; ensure continued long-term connection partners. Purchase studied the enterprise carries on conditions sales contracts. Important logistics solutions for the enterprise is determining the optimal batch purchases, given the proposed discounts for volume purchases and logistics expenses associated with the purchase, transportation, and storage goods.

As warehousing of the construction company is engaged in manufacturing and marketing activities, the market is horizontal, geographically scattered, end consumers usually buy goods in not large enough quantities, the product meets the standard requirements, and so the company leadership decided to determine an optimal number of service channels in warehouses. According to the results presented, an optimal number of teams loaders (service channels), in which there will be no queues, is 2. The total cost of the system will be minimal and amount to 326.24 UAH.

FEATURES OF CONSUMER BEHAVIOUR ON RECEIPT AND USE OF A DISCOUNT CARD OF RETAIL TRADE ENTERPRISES

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This article analyses the main features of the behaviour of shoppers' retailers and using bonus coupon card in the market of Kharkiv. Identified the attitude of the buyer to different types of cards, and possible ways to improve the efficiency of data cards as a marketing tool.

The relevance of the chosen topic is justified by high prevalence and popularity of using bonus cards, coupon distribution networks, both in the regional market, as well as across the country and the world. Increased sales volumes and customer adherence are one of the main purposes of any trade organization. Effective using of this marketing tool as their own bonus or discount cards allows the company to more rapidly achieve these goals.

In this article, there are put forward several hypotheses about the existence of the relationship between the characteristics of customers and performance of cards. Analysed different situation, for example, how age, gender, and income level

consumers can influence the behaviour of customers when they use the card of retailers.

Also, studied a buyer's behaviour in situations of obtaining, using, and losing the card. Determined how the type of card affects the buyer interest in its use. Considered the consumer attitudes to such additional services with service cards as electronic notification of its condition and the possibility of recovery in the case of loss.

Determined the most important factors that lead to decrease in efficiency of a bonus coupon card as a marketing tool for the content consumer. Thus, the main reason for failure to get a card by the buyer is additional terms of the card, which require certain actions.

Based on the results, in the article, there are formed the main lines that are worth paying attention when enterprises introduce bonus cards and provided the main recommendations to improve the efficiency of this marketing tool.

THE PLACE OF INSIDER AND OUTSIDER MODELS OF CORPORATE GOVERNANCE IN THE ECONOMY OF UKRAINE

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The differences in the ways of companies financing, in the ownership structure of equity capital markets and corporate legislation governing the circulation of securities, have given the rise to the diversity of national models of corporate governance. Formation of the corporate governance model is determined by many factors that can vary not only across countries but also within one country by industry, due to the institutional, political, and social traditions.

The current mechanism of corporate governance does not fully meet the requirements of the time, the level of development of productive forces, classical foreign models. That is why scientists pay special attention to these issues.

The purpose of this article is to determine the different national models of corporate management and analysis of the capabilities using classical foreign models in the practice for Ukraine.

The article considers the two most popular models of corporate governance – insider and outsider. The study of the essence

and comparative analysis of these models allowed us to establish their features and the possibility of using them for domestic companies. To identify the fundamental factors of the process of transformation of national models of corporate governance, the global economic environment is studied. It is proved that the choice of corporate governance model should take into account that nowadays there is a convergence of national corporate governance models due to the mutual enrichment of individual elements. Based on the analysis, the elements of unification and differentiation of existing models of corporate governance are determined. This led to the conclusion that their unification is strengthened.

The article also considers prerequisites and situational factors that determine the propensity to a particular model in the Ukrainian corporate sector. In the case of corporate governance in Ukraine, it is necessary to adhere to the specificities of formulating the management of private partnerships and to formulate an own model of corporate governance.

ASSESSMENT OF MARKETING POLICY OF COMMUNICATIONS: METHOD OF THE ANALYSIS OF HIERARCHIES

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Fast changes in all fields of activity and transformation of requirements of society demand from the modern enterprises to adapt to changes in conditions of the changeable external environment. The marketing policy of communications is one of the important components when forming marketing policy of the enterprise.

The analysis of many scientific works confirms a variety of approaches concerning an assessment of the efficiency of the carried-out marketing communications; however, the mechanism of an assessment of the used marketing communications needs further studying.

Each enterprise sets as the purpose to inform the consumer on goods, to place emphasis on their advantages and additional opportunities which the buyer can receive. Each element of marketing communications has the advantages and shortcomings (restriction), which use can have considerable influence on activities of the enterprise in general.

In the article, a technique of an assessment of the used marketing communications

of the enterprises is considered on the basis of a method of the analysis of hierarchies as a practical aspect of research.

The method of the analysis of hierarchies provides carrying out consecutive stages. At the initial stage, there is carried out a choice of enterprises, which used a set of means of marketing communications.

The hierarchical model, in which 4 levels were determined, is constructed. The main goal of each enterprise is informing potential and constant consumers on goods and the choice of an effective remedy of advance. For the implementation of this purpose, 5 instruments of marketing communications and certain corresponding subcriteria are chosen.

The carried-out analysis of an assessment of the used marketing communications by the enterprises with the use of a method of the analysis of hierarchies gives the chance to visually diagnose the used advanced methods, to make an assessment of the rival enterprise, and to reveal a degree of interdependence of all criteria and subcriteria for the definition of further marketing strategy of the enterprise.

THE CURRENT STATE AND DEVELOPMENT PROSPECTS OF THE SYNTHETIC DETERGENTS MARKET IN UKRAINE

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Synthetic detergents are tools to meet the basic human needs; therefore, they should be seen as a precondition for achieving a high quality of life.

The aim of this paper is to determine the modern characteristics of synthetic detergents market in Ukraine and to develop the relevant scientific recommendations.

The main current trends of the given Ukrainian market development are: steady market capacity expansion, which is associated with increased consumer demands for the quality of life and supply from producers of relevant items and domestic appliances; an excess of demand over supply leads to increased attractiveness of the business and to the shifting of the manufacturing facilities of foreign producers to Ukraine; lower properties and a narrow range of domestic products; active development of technology by foreign manufacturers leads to continuous products range growth; strengthening environmental safety requirements causes further research in large foreign companies; products and production of domestic enterprises are not adapted to the modern world standards etc.

Evaluation of synthetic detergents choice showed a strong preference among Kryvyi Rih consumers for well-known companies that are actively advertising, have a wide range of products and sell them in the usual distribution network. The main criteria that determined the choice of the consumers are quality, price, and environmental properties.

The saturation of the Ukrainian synthetic detergents market requires: continuous study of consumer opinion, problems in functioning of this sector of business environment, and publication of the observation results with the following creation of relevant information space at the national and regional levels; Ukrainian producers adoption of international standards for product quality and production; conducting their own research to create new raw materials and environment-friendly products based on them; enhancing the marketing policy of domestic producers (in terms of creating their own brands, assortment range and pricing policy, expansion of their advertising budgets) in domestic and foreign markets; transforming of powerful domestic producers into production and sales companies etc.

THE DEVELOPMENT OF FRUIT PROCESSING ENTERPRISES IN THE REGIONAL INVESTMENT-INNOVATIVE SYSTEM

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Development of farm enterprises allows fruit processing industry to expand and Ukrainian producers to entry into external markets with competitive products. Existing fruit processing enterprises predominantly require modernization of fixed assets and improvement of the management process. It is possible at attracting investment and coordination of activities of such enterprises by regions. The article is

devoted to relevant issues of development of the regional investment innovative system. Strategic goals and objectives of the development of the regional investment innovation system are explored. The activity of leading fruit processing enterprises of Vinnytsia region is characterized. The structure of the department of economic relations and investments at the enterprise is proposed.

THE LOGISTIC SUPPORT FOR INNOVATIVE PROJECTS AT ENTERPRISES OF THE GRAIN PRODUCT COMPLEX

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At present, most of the small- and medium-sized farms pay very little attention to the logistics efficiency. Implementation of innovation is carried out with a certain sequence and at each stage is accompanied by the relevant material and cash flow, making appropriate the use of conceptual approaches of logistics for the management.

Logistic principles can perform management tasks more effectively than simple control. However, better results can be achieved if you clearly define what kind of effect can be achieved from such integration due to the innovative content of the planned innovation changes, the nature of innovation, innovation goals, and more. It requires a preliminary analysis of the impact of logistics on the implementation process of innovation.

The choice of the strategy of innovative development of the company depends on the innovation potential. Depending on available innovative resources, a company has to choose the path of innovative development strategies, which will be the most favourable. Innovation resources should include information, logistical, intelligence, financial, scientific, technological, human, and organizational.

Today in Ukraine, there are very powerful integration processes, through which opportunities appear to use the modern technological developments, which are quite proven and widely used in other countries and can be adapted and used in our conditions. To these innovative technologies of the grain storage material technology, we can include storing the grain in hermetic flexible plastic bags, which appeared in 2000, Argentina.

The urgency of the use of the sealed flexible plastic bags of logistics management positions is associated with the seasonality of the grain since the peak load on the carriers and the excess supply of new crop increases under transport rates and reduces purchase prices for grain.

We have carried out our own research on the effectiveness of storing the grain in bags, sleeves, and comparing this technology with other storage options, we concluded that this option of storing the own grain yield for small- or medium-sized farms with a capacity of grain production at 3,000 tonnes was the best financially and from the logistical point of view.

DIAGNOSTICS OF THE EFFECTIVENESS OF INSTRUMENTS OF MERCHANDISING OF RETAIL NETWORKS OF THE DROGERIE FORMAT

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Retail chain stores in the market of Ukraine differ in a variety of formats. According to experts, the most dynamic networks are of the drogerie format. It differs by the existence of the full range of goods, rapid reaction to demand change, reasonable prices, lack of special storage conditions, simple logistics, proximity to the buyers, and application of modern means to their attraction. The use of instruments of merchandising provides an increase in sales volumes and profit markup. Diagnostics of the effectiveness of instruments of merchandising of retail networks is necessary.

For the purpose of detection of the effectiveness of instruments of merchandising of retail networks, we suggest constructing an algorithm of their diagnostics.

An analytical way and graphic way are chosen as the main methods to diagnose effectiveness of technologies of merchandising.

On the basis of the carried-out calculations, it is established a functional dependence between the chosen methods. It testifies to a possibility of the use of these methods for the diagnostics of the effectiveness of instruments of merchandising for retail networks.

An application of an algorithm of diagnostics of the effectiveness of merchandising will allow networks:

- to see the current situation of the network in the market and define the place among competitors;
- to estimate action of the influence of each of instruments of merchandising on the consumer in the trading floor;
- to strengthen this influence on consumers directly at adoption by consumers of the decision on the purchase of goods;
- the analysis of data of diagnostics can be a serious reason at decision-making on the development of network.

BUSINESS ACTIVITY OF THE ENTERPRISE AND ITS WAYS OF STRENGTHENING

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In the article, the essence of business activity is studied and a set of indicators, which make it possible to determine its level, are highlighted. Business activity of an economic subject helps avoid crisis phenomena in manufacturing-financial activities for securing steady economic growth, as well as decreases the risk of failure in the conditions of economic instability of the market environment and competition. The quantitative and qualitative parameters of assessment of the business

activity of an enterprise are proposed. It is proved that the assessment of business activity can be carried out by determining the optimum ratio between the rate of profit growth, income, and assets. The increase in the rate of growth of basic indicators in market conditions is one of the important goals of each enterprise, the solution of which will help to conduct successful activity of an economic subject. The basic ways of strengthening the business activity of enterprises are proposed.

SPECIFIC FEATURES OF THE FORMATION AND DEVELOPMENT OF JOINT-STOCK COMPANIES IN UKRAINE

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In the article, the main aspects of the activity of joint-stock companies in the territory of independent Ukraine are revealed. The article explores the peculiarities of the start of joint-stock companies, their further development, assesses the dynamics of the main indicators of the activity of this type of enterprise, and generalizes development problems.

The goal of the article is conducting research on the formation and development of joint-stock companies in Ukraine, elucidating the specifics of the existence of this form of entrepreneurship and analysing the main problems that arose in Ukraine during the development of joint stock relations, and generalizing the directions for their improvement. Further, the historical aspects of the formation of legislation in relation to joint-stock companies are examined and the impact of regulatory legal acts on the dynamics of their

activities is examined. The authors summarize the positive and negative aspects of the functioning of this type of business.

In the next part of the work, the trend of changing the number of joint-stock companies in terms of their types is considered; the dynamics of registered shares and the volume of output, the amount of paid dividends are analysed. The authors give illustrations, confirming the characteristics and trends of development of this type of entrepreneurship.

In the final part of the article, the main problems of the activity of joint-stock companies in Ukraine are generalized. Thus, an exhaustive list of proposed methods for neutralizing the described shortcomings is obtained with the aim of securing the development of joint-stock companies to a new level.

STOCK MARKET: CURRENT SITUATION AND DEVELOPMENT PROSPECTS

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The stock market of Ukraine turns over securities in documentary and dematerialized form, registered and bearer. To conclude on an exchange or on the organized OTC market on transactions securities, issued in the documentary form, securities are immobilized in the depositary that it serves. Registered securities issued in certificated form (if the terms of an issue specifically stated that they are not subject to transfer) are transferred to a new owner through a full endorsement. In the case of alienation of immobilized registered securities, ownership passes to the new owner upon credited to the account holder custodian. Eligibility management of income etc. can be realized since the amendments to the register of registered securities.

Ownership of bearer securities issued in documentary form goes to the new owner after the transfer (supply) of securities. In

the case of the alienation of immovable registered securities, the ownership right transfers to the new owner from the moment they are credited to the account holder in the custodian.

Recent years, there have seen a tendency to the reduction in the proportion of the institutional amount of shares in the stock market participants, the total amount of shares in an average of 2% per year. Thus, the issue of shares of non-industrial enterprises was only 1.322 billion UAH, which is about 6% of the total issued shares. The issue of shares by companies increased from 14.217 billion UAH.

It is becoming widespread not raise funds in local budgets by issuing municipal bonds. The main reasons for this status – low level of investor confidence in local power, high level of market interest rates, the lack of qualified on the bond issue and local loans.

APPROACH TO THE SYSTEMATIZATION OF METHODS FOR DIAGNOSING THE LIKELIHOOD OF BANKRUPTCY OF AN ENTERPRISE

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The article reveals the essence of bankruptcy. An analysis of methods of diagnosing the likelihood of bankruptcy, in particular, expert methods, economic and mathematical methods, artificial intelligence systems, and methods for assessing the financial condition, is done. In the article, the systematization of methods and approaches for the diagnosis of bankruptcy probability is proposed.

The article proposes three main approaches to the systematization and classification of existing methods of diagnosing the probability of bankruptcy:

- 1) statistical methods;
- 2) artificial intelligence system;
- 3) theoretical methods.

Statistical methods are most commonly used to assess the probability of bankruptcy of companies. The features of these models are focusing on possible signs of bankruptcy and using classical statistical modelling procedures.

The features of artificial intelligence methods are focusing on the symptoms of pos-

sible bankruptcy, multidimensionality, and dependence on technology.

The third approach includes bankruptcy theoretical diagnostic techniques. The features of these models are only the multidimensionality, the use of statistical methods with the subsequent additional argument, focusing on quality causes of bankruptcy.

The study shows that in the modern economic literature, there are enough methods, models of diagnostic of crisis and the threat of bankruptcy entities.

There are many models used in practice but none of these models give absolute results because almost all of the above models of bankruptcy diagnostics are primarily designed for developed countries and do not correspond to the realities of the Ukrainian economy.

For a more reasoned forecast, it is appropriate to use both integrated several methods of diagnosing the probability of bankruptcy, which will significantly increase the degree of probability of the results.

THE DEVELOPMENT OF A FRAMEWORK FOR ASSORTMENT POLICY IN THE TOURISM SERVICES MARKET IN UKRAINE

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Tourism continues to be one of the best positioned economic sectors to drive inclusive socio-economic growth, provide sustainable livelihoods, foster peace and understanding, and help to protect our environment. However, the sector is facing several major challenges as safety and security concerns and the temptation to build new barriers to travel; the technological revolution; and charting a course toward sustainable development.

International tourist arrivals in 2016 grew for the seventh consecutive year to reach 1.235 million. The conducted analysis of Ukraine's travel market revealed that along with the increase of inbound and outbound tourists, revenues of Ukrainian travel companies significantly increased from 2015 and reached 11 billion UAH, operational income grew 8.4 times.

But the development of tourism services market in Ukraine brings a huge amount of problems, which practical solution is difficult because of the lack of appropriate theoretical developments. One of the most urgent problems at this stage is the problem of forma-

tion of travel agencies assortment policy to increase tourism demand and attractiveness of Ukraine in international tourism flows.

Assortment policy of travel agencies and tour operators must be based on an integrated approach and provide some action for the appropriate guidelines. So, assortment policy of business unit in travel service market may be based on the principles of adequacy, providing a regulatory nature of product policy of the company in general; flexibility of assortment policy, which includes complex solutions for revealing business opportunities; synergy in marketing decisions; coordination and complexity. The complex nature of product policy means that the system measures and approaches to assortment management should focus on the formation of competitive assortment model to ensure a strong position in the market.

Well-grounded assortment policy enables achievement of long term goals of travel agencies and tour operators, links together country components of the commercial strategy, and enhances efficiency of business in national and world travel service markets.

METHODICAL APPROACHES TO ASSESSING THE PRODUCTION CAPACITY MANAGEMENT EFFECTIVENESS IN TERMS OF THE ENTERPRISE ECONOMIC SECURITY SYSTEM

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On the basis of generalized scientific approaches to the interpretation of the production capacity and relying on personal experience, the author formed an unusual opinion. In this paper, we propose to determine the production capacity as an indicator of enterprise's manufacturing capabilities, describing the ability to produce the maximum possible amount of production of suitable quality and a nomenclature per unit of time that meets the needs of the market and ensures cost-effectiveness with optimal use of equipment, work organization, and new technology application.

Within the article, we propose a new approach to assessing the production capacity management effectiveness. This approach includes: study of the factors affecting the level of production capacity and efficiency of its utilization, which will characterize the validity of analytical work in the management, timeliness, objectivity, and completeness of the impact while accounting these factors in management decisions; assessment of production capacity utilization effectiveness as the resulting indicator of management efficiency; detection of relationships between production capacity indi-

cators and the resulting indicators of enterprise activity, which directly characterize the management efficacy.

The authors propose to calculate the efficacy of production capacity management based on the following groups of indicators: indicators of overall value of production capacity; general indexes of production capacity efficiency, which include integrated indices, hardware and software performance indexes, production space; indirect indexes of production capacity utilization efficiency, reflecting the level of staff capacities' development and its impact on the overall financial performance of the company and its level of economic security.

Therefore, this study contains considerable scientific novelty, which might help to improve the methodological approaches to assessing production capacity, which, in turn, should be used to assess management effectiveness and its impact on the economic security. The research also has a practical significance since the proposed methodology of evaluation can provide information that will set a substantiated sequence of measures, which will improve capacity utilization and increase overall performance.

PRIORITIES OF THE DEVELOPMENT OF THE AGRARIAN SECTOR OF THE ECONOMY

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The article examines priority areas of the agricultural sector in modern conditions. The relevance of a question of material well-being of an enterprise, its stability, and financial firmness are obvious for any socio-economic system. For the rationalization of the use of resource potential of the agrarian sector, first of all, priority directions of the development should be determined. For this purpose, it is necessary to apply the already acquired experience of conducting agriculture and a statistical system of indexes of production and realization of agricultural production in a country. Priority lies in finding the direction of development of agriculture by means of analysis of profitability, labour productivity, and producing of gross products for the investigated period.

It is important to notice that the agrarian sector has certain features that depend first of all on demand and supply on foodstuffs and level of working capital. Exactly over this, the agriculture is in the unequal terms of ménage, in relation to other industries of ménage. Such a situation results in greater unprofitableness of agrarian enterprises, as a result of a permanent price increase on agricultural products.

The analysis of the level of profitability of production goods helps to educe the question of improvement of a pattern of agricultural production, its specialization, territorial placing, define efficiency of production of that or other agricultural goods.

By means of comparison of results of past years, it is determined that the higher labour productivity is in the industry of stock-raising. The analysis of profitability of basic types of agricultural produce showed for the investigated period that an unambiguous leader for all investigated period is oil-bearing cultures, that is why it is most advantageous to inlay money exactly in this type of production. The analysis of producing of gross products shows, in turn, that nevertheless priority in an agrarian sphere is remained by the production of grain and leguminous crops. The perspective task of research activity of agricultural enterprises in the process of development of agrarian sphere is the establishment of concrete ways of sourcing and determination of their instruments, which are most accessible for the domestic agrarian sector.

DIAGNOSTICS AND MANAGEMENT OF BUSINESS PROCESSES IN THE CONTEXT OF THE ENTERPRISE CRISIS MANAGEMENT

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In modern conditions, an issue of crisis management of enterprises is the most important priority for all business entities in the conditions of rigid competitive struggle and finding ways of successful development. The article is devoted to the analysis of theoretical and methodological approaches to process management of an enterprise in the context of implementing a crisis strategy. Analysed the approaches to the definition of “business process” and its structure (input, output, resources, outcome, impact management). Suggested the main types of business processes – basic, providing, support, and development. Summarized performance of the processes. Presented the comparative characteristics of the ten most universal diagnostic methods and generalized stage of the diagnostic analysis of business processes. As the main methods of diagnosis, the author proposes the methods of ranking, matrix distribution of responsibility, and simulation. Proposed the concept of improving the system and consistency assessing the effectiveness of

managing business processes. Based on research, the author revealed that currently there are several innovative approaches to business process management: method of rapid analysis solutions, benchmarking, the methodology of continuous improvement, reengineering, greenfield, a combination of functional and process approaches. Investigated the relationship of crisis and process management. Considered three kinds of crisis process changes: preventive measures, immediate process innovation without capital and qualitative transformation in business. Creation of an effective management system of business processes as a part of crisis strategy involves the construction of a process-oriented model of crisis management. A process-oriented approach to the crisis management is possible in terms of integration of strategic crisis management system with the business process management system, which can be achieved by creating and supporting a single system of objectives, indicators, and criteria of their achievement.

COACHING AS A TOOL FOR COMPETENCES' DEVELOPMENT OF MODERN LOGISTICS MANAGER

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The main aim of the article is a presentation of key competences for logistics managers against today's economic challenges and opportunities by increasingly widespread improvement of tools-coaching. There are also issues of a role of manager as an individual. That has an influence on TSL sector's development and change management. The whole context of this article is based on literature analysis and authors' observations, realized during their work in consulting and coaching in several years.

The article formulates requirements for professional managers, which provide logistics and supply chain processes. Based on existing requirements, the key competencies in logistics management are identified. The success of a manager in the TSL is mainly determined by competencies owned logistics manager. Management features of a modern enterprise that flexibly responds to changes, requires managers to make an optimal solution of the existing problems in the rational use of the enterprise. In turn, market globalization, strong competition, customer requirements actualize research

environment, predicting and counteracting its effects.

The necessity of the skills of informal behaviours is grounded and the possibility of using coaching as one of the modern tools of education is discovered. Considering the diversity of forms of knowledge management at the enterprise, diversity of professional duties and private life, the authors singled the following: coaching, life coaching (personal coaching), management coaching, individual coaching, team coaching, business coaching, performance coaching. The most important arguments for using coaching by logistics companies appear relatively low cost compared to other costs of development workers, the implementation of staff for specific needs of the organization, the impact on employee engagement, interest and motivation of employees.

Employees with a high level of knowledge are an essential element of the innovative enterprise, so the subject of knowledge and competence management by using modern tools such as coaching, worth attention and will act as the object of further research of the authors.

DIRECTIONS OF CASH FLOW MANAGEMENT OF THE ENTERPRISE

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In the article, approaches to the organization of cash flow management of an enterprise are analysed, its principles and stages are studied. It is determined that today the economic growth of the enterprise is based on support for its financial equilibrium and, at the same time, providing maximization of the main target indicator – enterprise value, which main forming factor is cash flows.

It is proved that definitions of a concept of “cash flow is proportional and distributed in time revenue and expenses” to the fullest extent reveals a meaning of cash flow, that is why it can be determined as the sum of distributed in time revenue and expenses received as a result of the implementation of any project or functioning of a particular asset type. It is outlined that the main purpose of cash flow management is providing financial equilibrium of the enter-

prise and forming the necessary reporting, which will provide a comprehensive analysis of cash flows.

Theoretical, methodological provisions and practical recommendations for the cash flow management of the enterprise are developed. Directions for improving cash flow management of enterprises are determined. Ways to optimize cash flows are proposed. It is concluded that management as an important component of planning is a very complex and labour-intensive work of every manager of the enterprise because every day he has to make many managerial decisions on the distribution and use of financial resources, as well as direct cash flows. It is proved that integrating the operational, current, and strategic planning of cash flows into a single process allows achieving the coherence of cash flow with the tactical and strategic objectives of the enterprise in time and space.

THE THEORETICAL ESSENCE OF THE CATEGORY OF THE COMPANY'S PROFIT

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The economic content of the profit is disclosed in the functions that it performs. Let us emphasize that the function should reflect the specific internal content of the economic category. All other qualities, assigned to it, reflect a particular role of this category.

Management of the company's profit during its formation, distribution, and use involves the creation of certain administrative and organizational aspects. Thus, when forming the company's profit, it is necessary to develop a system of indicators to assess its potential scope and quality. When allocating the income, it is necessary to determine the priorities of the company, for its effective functioning, i.e. the distribution and use of the profit should come from the main mission of the company, and achievement of the strategic purposes. It is possible subject to monitoring and effective management of the company's profit, taking into account

the internal and external factors affecting its activities.

The modern business activity of economic entities is aimed at getting profit. It is the opportunity for getting profit and its presence encourages them to be engaged in certain activities and in the case if there is no profit or even the threat of its lack – to leave a certain segment of the market. The company's income is the company's financial result, an absolute indicator that provides industrial, commercial, research, and other activities, and characterizes the degree of success of this activity. The company's profit is a special financial measure in the sphere of business entities. Formation, distribution, and use of profits as financial results depend on many factors, such as the calculation of the cost of production, the definition of expenses, and dividend policy of calculating the profits or losses of all the activities of a business unit.

A CONCEPTUAL MODEL FOR DIAGNOSING THE INVESTMENT ATTRACTIVENESS OF THE ENTERPRISE

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Given the fact that a decisive step in making a managerial decision by the investor is the assessment of investment attractiveness of an economic entity, the theme of the article remains relevant today.

Investment attractiveness is an economic category that demonstrates the efficiency of operation and is characterized by a number of quantitative indicators and qualitative components that cover different aspects of business and determine the possibility of profit maximization for investors (in comparison with other objects of possible investments) in the case of certain level of risk.

The article conducts a comparative analysis of the theoretical-economic essence of a concept "investment attractiveness of enterprise", as a result of which, among a lot of definitions of this concept, the authors distinguished the following approaches: factor, internal evaluation, integral, comparative or rating. When analysing definitions of the mentioned concept, its main meaningful elements are distinguished.

Conducted analysis of modern methods of analysis of investment attractiveness of an enterprise, depending on approaches, allowed summarizing them conditionally

into the following groups: rating, integral, factor, matrix, and a method built on fuzzy logic elements.

In the process of research, there was established a need of modelling of investment attractiveness of an enterprise under the influence of factors for the purpose of making managerial decisions for owners and managers, shareholders and investors. Owners and managers are constantly faced with the question of a combination of activities of the enterprise taking into account the factors of influence for the purpose of increasing its attractiveness as an object of investment. In order to solve this issue, the authors proposed a conceptual model of diagnostics of investment attractiveness of an enterprise built as "decision tree".

"Decision tree" is a method of classification and forecast of indicators, for which high-quality construction a sufficiently large amount of input data and the value of the output are required. The result of "decision tree" construction is shown schematically and has rules, according to which users can draw conclusions and make a corresponding decision.

ANALYSIS OF INFORMATION PROVISION PROCESS FOR CITIZENS' APPEALS

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This article researches activities with citizens of the municipal budget organization "Regional Contact Centre" of the Poltava Regional Council. The dynamics of the total number of appeals are information provision (VoIPTime Contact Center), which allows for the processing of incoming calls, registration of citizens, and control of the execution of applications on terms.

Appeals are an essential element of building a democratic civil society is such that took to actively participate in public affairs by appeals tips and best practices for improving the legal framework and organization of the government, living conditions of citizens, ensuring legality in government, local government, enterprises, institutions, and organizations regardless of ownership.

To increase the speed of solving applications, different information technologies are used that enable transactions related to registration of appeals, their passage from the management to the executive, forming registration data base, monitoring of deadlines.

The main directions of the "Regional Contact Centre" are:

- acceptance of applications the applicants with the common telephone and via the Internet;
- processing the received requests and sending them to the executive authorities under the jurisdiction;
- informing and advising applicants about the current legislation and public policy issues.

Work of the municipal budget organization "Regional Contact Centre" of the Poltava Regional Council in 2016 was aimed at ensuring the implementation of tasks set

by the Cabinet of Ministers of Ukraine dated 18 January 2012 № 21 "On Approval of the National System of Processing of Appeals to the Executive Authorities and Typical Regulations of the Contact Center of the Autonomous Republic of Crimea, Cities of Kyiv and Sevastopol."

"Regional Contact Centre" provides receiving requests and sends them to the local authorities according to competence.

Applicants provide advice and clarification on the legislation and background. An analysis of the receipt and review of applications was regularly conducted. Information and analytical materials are regularly provided to the head of regional state administration to inform the leadership of RSA.

Registration of appeals in the "Regional Contact Centre" is carried out using software of VoIPTime Contact Center, which is designed to handle incoming calls and quality customer service. The system includes information management functions – scheduling, contact management, and new innovative features – coordination of cooperation in the framework of individual projects.

The program carried out all activities related to registration of appeals, their passage from the management to the executive authorities, the formation of a database and information on requests to control performance terms.

In addition to the technology of VoIPTime Contact Center, "Regional Contact Centre" also takes citizens' appeals through the official website of the institution. To leave an appeal, one must complete the appropriate form located on the site – tab "Receiving calls".

Results of the research are the following conclusions:

– Analysis of citizens to the municipal budget organization “Regional Contact Centre” of the Poltava Regional Council shows that every year, the number of applications increases. The most common issues for people are housing policy, social issues, utilities;

– One of the areas promoted by “Regional Contact Centre” is a program VoIPTime Con-

tact Center, which provides increased rate of registration of citizens, quality acceptance of applications, improving executive discipline; transparency and control of all levels of government;

– Among the areas of improvement of “Regional Contact Centre” with citizens is the use of forms of reception of citizens through the official website of the institution. This allows you to simplify admission appeals.

INFORMATION SUPPORT FOR THE MANAGEMENT OF THE COMPANY IN CURRENT ECONOMIC CONDITIONS

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The article includes analysis of the main approaches to building an information system of management of a company in current economic conditions. The author proposes to develop enterprise architecture methodology in conjunction with the concept of two mirrors for the information support of business processes. This approach allows generating the actual indicators of business processes; performs their comparison with adapted and forecasted values. Information support for the management of processes is a part of the knowledge base for decision-making in the management of the company.

Modern management is unthinkable without the use of information systems and data processing. The main purpose of these systems is in management for the effective help in the decision process. Administrative processes have a significant informational component. It is based on data collected and processed for a customer and the system of governance. The development of the information society today requires activation in the formation of a common information space management at the enterprise levels, participatory space for suppliers, customers, state representatives, and other organizations.

Unresolved tasks in the field of information security are the tasks of forming common information system architecture, fol-

lowed by detailed business processes and determining their information support. Flexible software should allow this dynamic to make changes. These changes should not have a conflict with the general structure of information technology and organizational structure of the company.

Increased productivity and improved convenience of the users in a single information environment can be achieved provided the modelling of business processes with details of each operation and its information security. This will make it possible to analyse the presence of delays in the delivery of information; links to other information blocks, case studies form the core of timely and accurate delivery of information to make business processes, decision-making.

The investigation leads to the conclusion on the need to amend the approaches forming information support for management processes at the enterprise. The developed concept of architecture by John Zachman with using modern mobile technologies enables the company to create effective information analytical support for the management at all levels, which includes functional and technological, economic and social components for the mission and goals of the company and can be realized by using dynamic information environment of management processes.

METHODS OF COST MANAGEMENT AT THE ENTERPRISE: THE ESSENCE, CHARACTERISTICS, CLASSIFICATION

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A key element of cost management at modern domestic enterprises is the methods of such a management, which have become the object of a close attention and study of scientists, as well as economists-practitioners. In the article, based on the semantic analysis (the terms “costs”, “management”, “cost management”, “enterprise”, “enterprise costs management”, and “method”) and determining the place of cost management methods at the enterprise cost management system, the essence of such management methods is defined. The analysis of publications of scientists made it possible to distinguish three large groups of scientific developments in the field of selecting and applying methods of cost management at enterprises. Paying tribute to the scientific development of foreign, as well as domestic scientists, an analysis of existing defects and gaps in the definition of the essence, characterization, and classification of methods of cost management at modern enterprises is carried out. The basic elements of the term “cost management method at the enterprise” are the terms “costs” and “management”. Evaluation of scientific developments of domestic and foreign scientists on the problem of the definition of the term “costs” revealed a discussion that is related to the identification of the terms “costs”, “expenditures” and “expenses”. Critical evaluation of developments in the field of management issues also revealed a scientific discussion on the definition of the essence, as well as the identity

of the terms “administration” and “management”. Based on the above, we can give the following definition of the term “management of costs at the enterprise”: “Managing costs at the enterprise is a process of targeted influence of relevant subjects (state authorities, local governments, owners, management, employees) on the costs of enterprises related to production, turnover, and sales of products, with the aim of increasing the efficiency of their operation (profit)”. By the method, we will understand the method of achieving any goal, the solution of a specific problem, the totality of techniques or operations of practical or theoretical knowledge of reality. Based on the critical evaluation of scientific developments in the field of cost management, the purpose of the article is to determine the essence, give a characterization, and develop a classification of methods of cost management at the enterprise. The essence of cost management methods is determined on the basis of the semantic analysis of the term “cost management method” using a number of economic terms for the formation of its structure, as well as determining the place of cost management methods in the cost management system at a modern enterprise. Chronology of the development of methods of cost management at the enterprise is also given and their characteristics are provided. Separately, a brief description of the most widespread methods of cost management in the financial and economic activity of economic enti-

ties with their positive and negative sides is given. Based on the above characteristics, a classification of cost management methods is developed and proposed. Further scien-

tific developments should be devoted to the problems of applying individual methods of cost management at enterprises of certain spheres and branches of the economy.

ECONOMIC SECURITY AS A DYNAMIC CHARACTERISTIC OF AN ENTERPRISE

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The purpose of the article is to systematize views on the interpretation of the entity's "economic security" category, to clarify and justify the characteristics of this category from the perspective of the concept of sustainable enterprise development in modern management environments. The study of scientific views made it possible to systematize the interpretation of the category "economic security of the enterprise".

First, economic security was defined as a combination of conditions and factors. This category was later interpreted from the perspective of protection and security. However, the definition of safety as protection and security does not take into account the possibilities of prevention but focuses only on maintaining the permanence of its development parameters. The absence of a threat today does not give a confidence in ensuring a high level of economic security in the future. On the contrary, a favourable situation could lead to a lack of incentives and the need for the enterprise to improve, while a threatening situation could motivate the enterprise to take decisive action on its future.

As proponents of a resource-based approach, the economic security of an enterprise is defined as the state of efficient use of resources and existing market opportunities. But such an approach does not take

into account the possible negative impact of exogenous factors.

Determining the economic security of an enterprise as a measure of harmonization of the economic interests of an enterprise will not be entirely successful because in the modern context of competition, sometimes rather rigid, the harmonization of economic interests is rather an unattainable ideal of coexistence between economic agents. The notion of security as a state of free will, which is the absence of threats, is not, in the view of the authors, correct since the absence of a threat is the exception rather than the habitual state of existence of the enterprise.

In almost all definitions, the definition of economic security as a state, which does not fully reveal the nature of the category, is dominant. Economic security is a comprehensive category, characterized by variability and dynamism. The rationale behind this notion is based on the following features: protection, security, state, opportunity, and a set of conditions.

Thus, the economic security of an enterprise is a characteristic of the viability of an enterprise in an existing environment, a set of distinctive characteristics that will ensure the development of the enterprise. A study of the economic security problem should be the comparison of characteristics of the enterprise and conditions of its operation.

THEORETICAL ASPECTS OF THE COMPANY'S FINANCE DEVELOPMENT STRATEGY

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The introduction of market mechanisms in the economy of Ukraine encourages economic entities to build its own finance development strategy of the company. On the one hand, sale of own financial strategy allows the company act at its own discretion, being responsible only to its owners and employees and, on the other hand, there is a need for a more detailed study of its own financial strategy because the state with a market economy acts only as a regulator and it is impossible to count on its support in the financial management of business units, that is why the company's effective finance development strategy is complex but a very important issue that includes a lot of aspects of the company's activity.

Under the crisis terms and conditions in the economy of the state, an important but very time-consuming is the process of planning activity of the economic entities, especially with regard to their financial component. The company's financial plans are included in its financial strategy, based on which, you can plan the operational, finan-

cial and investment activities. The company's future financial position is based on the construction of an optimal capital structure, effective system of reducing the financial risks measure, performance indicators of the company's activity, which should be improved in the dynamics.

Making management decisions in the sphere of the business finance is a complex process under the terms and conditions of the unstable environment, which is today in Ukraine. Exchange rate fluctuations, instability of the banking system, and changes in the legislation complicate the processes of the company's finance strategy development. The strategy of business finance, developed at a high level, allows forming the financial stability of the company, provided to qualitative assessment of the financial position of the company, formation of the methodology for the evaluation of the financial risk of the external and internal nature, and timely adjustment of decisions regarding the company's finance management.

JUSTIFICATION OF THEORETICAL APPROACHES TO THE FORMATION OF THE TAX SYSTEM OF THE COUNTRY

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Formation of an effective tax system requires, first of all, the justification of this economic category. Thus, it is clarified that a tax is the mandatory payment, set by the supreme body of the state legislature and fixed by law, which is one of the most important means of the state influence on the socio-economic development of the country, an important tool for the macroeconomic management of the economy, redistribution of the gross domestic product for the purposes of the economic development and social guarantees for the population, development of science, education, health, culture, ensuring democracy and human rights in the state, national security, and implementation of the state functions in the international sphere, a form of financial, economic, and social relations between taxpayers and the state.

Based on the research of the basic functions and principles of taxes, their interrelation is found. For the purpose of improving the tax administration, taxes are classified and distribution of the tax policy objectives in areas is proposed. To ensure efficient management of the tax system, methodological approaches to its improvement are important. This is due to the fact that the tax system actively influences the economic development and competitiveness of the national economy.

The problem of forming an effective tax system is one of the most relevant in the process of development of the market relations in Ukraine and integration of the Ukrainian economy in the world market. Its solution is made by studying, analysing both the current tax system in Ukraine and gained worldwide experience in the sphere of taxation.

Today the current tax system not only encourages and in some cases hinders the efforts of enterprises to develop production and increase its profitability.

Therefore, the main terms and conditions for the successful operation of tax systems are considered the fact that the tax system should not undermine the financial position of individuals and legal entities – taxpayers and the tax system should positively affect the activity of the taxpayer and the rates and proportions of the socio-economic development of the society.

Thus, the formation of its tax policy in the state, which would have a clear focus on the solution of specific tasks and long-term problems because of their forecasting, is very important. The country needs such a tax system, which would be sensitive to the tax policy, would depend on its impact and would ensure the effective development of the state as a whole and its individual parts.

ASSESSMENT OF THE JEWELLERY MARKET DEVELOPMENT IN UKRAINE

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In the unstable socio-economic conditions, demand structure of jewellery market in Ukraine changed toward cheaper goods, which is confirmed by the dynamics of trade turnover of jewellery and watches for the period of 2007–2016 years. Thus, turnover of jewellery and watches had a steady growth and reached a maximum in 2012 but, during the period of 2013–2016 years, held a sharp decline in demand for jewellery and watches.

Ukraine has no its own production of precious metals that accordingly causes a total dependence of Ukraine on the exchange rate and suppliers. Thus, the jewellery market development basically depends on the price of precious metal. Monitoring of the dynamics of the last years shows constant fluctuations in the general trend of growth.

Illegal import of jewellery is also a deterrent to the development of domestic jewellery manufacturers. In general, jewellery import in Ukraine exceeds by several times its export, according to official data.

An analysis of data on the cost of precious metals for the period of 2013–2017 determined that the price of silver, gold, platinum, and palladium are constantly increased, which was caused by the devaluation of the Ukrainian currency.

The main causes of global price increases for jewellery precious metals and their alloys are:

– exhaustion of natural resources;

– volatility of energy prices in world markets;

– inflation of major world currencies, primarily the US dollar.

The main players in the domestic market of jewellery are:

1. The trading company “Ukrzoloto” – a national network of multi-brand jewellery chains, represented by 16 stores in 8 cities of Ukraine.

2. PAT “Kyiv Jewellery Factory” – leading enterprise of Ukrainian jewellery industry with a market share in 2015 of 43.7%.

3. Jewellery Factory “Zoloty Vik” – one of the largest manufacturers of jewellery in Ukraine. Assortment collection of the Jewellery Factory is constantly updated and has more than 5 thousand items. The plant has its own shops partners in more than 100 Ukrainian cities.

By the characteristics of the domestic jewellery market, there is the fact that it is dominated by large manufacturers and powerful trading companies with a significant potential for competition. This situation leads to a decrease in the total number of entities operating in this market.

Also, the industry had a strong sense of the introduction in Ukraine since January 1, 2015, at jewellery marking with state hallmarks at state-owned enterprises of assay control at the rate of 10% of the value of the precious metal in the alloy at prices of NBU.

Thus, we can summarize that the current development of the domestic market for jewellery products is affected by such negative factors as:

- rapid growth in the world prices for precious metal jewellery;
- depreciation of the national currency;
- reducing purchasing power;
- individual tastes of consumers;
- increase in the import of illegal and sub-standard imported jewellery products;
- a lot of pressure from large companies;
- no state aid to small- and medium-sized companies;

– unstable environment.

Ways to solve the above problems are: combating shadow jewellery sale, promoting scientific and technological developments in production, development of state programs to support small businesses in the jewellery industry, changing customs and tax system in favour of domestic producers, adopting positive international experience in state regulation of the jewellery industry, improvements of marketing policy of domestic enterprises, focus of Ukrainian producers of jewellery on the world market.

PRINCIPLES OF THE FORMATION OF THE MECHANISM OF ECONOMIC SECURITY OF HIGHER EDUCATION INSTITUTIONS

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The study and systematization of scientific views on the principles of the formation of the mechanism of economic security of universities are conducted. The essence of the principles of economic security for institutions of higher education that affect the economic security of higher education is considered.

Principles of economic security of institutions of higher education at the macroeconomic and microeconomic levels that allow preventing the impact of economic threats on the activities of higher education institutions are determined.

Providing the necessary level of economic security of institutions of higher education contributes to their economic growth. It is assumed that a systematic approach to ensure economic security institutions pro-

vides definitions of organizational subsystems and includes object and subject of economic security, economic security principles, which are aimed at managing the economic security of institutions to support them at the appropriate level.

It is proved that the principles of economic security of institutions of higher education at the macro and micro level can provide economic security for institutions and systematically combine all constituents.

The introduction of a systematic approach to determining the economic security of the university contributes to the creation of mechanisms to prevent the negative consequences of the impact of various factors on the economic situation of higher education and a detailed study of these issues necessary.

THE CONCEPT OF ECONOMIC AND FINANCIAL STABILITY AND ECONOMIC COMPLEX EFFICIENCY IN CONDITIONS OF ASSOCIATION OF TERRITORIAL COMMUNITIES

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The article is devoted to topical issues of efficiency of industrial enterprises in conditions of association of territorial communities. Found the main problems of the regional development of Ukraine and factors that influence financial stability and economic efficiency of enterprises, and formed priorities to improve the competitiveness of individual enterprises and territorial associations. Offered an organizational-economic mechanism for the implementation of the effective regional development of Ukraine.

Providing competitive development of enterprises in conditions of association of territorial communities with a consideration of the actions of local factors is not possible without the development and application of organizational and economic mechanism. Financial stability of an enterprise is the result of focused management activities, efficiency, and rational use and placement of equity and financial resources, taking into

account economic, social, and organizational factors of territorial development.

The main priorities of territorial reform and economic development of Ukraine shall be:

1. Economic growth – an effective economy and optimal use of resources.
2. Social justice – establishing equality of citizens before the law; providing quality of life and employment.
3. Favourable investment climate – providing an inflow of investment resources.
4. Innovation – introduction of new technologies.
5. Efficient use of resources.

Thus, the effective territorial development of Ukraine requires a stabilization of social production, new economic mechanisms of production and service, ensuring their economic and financial stability. This requires the study of organizational, economic, and social elements of stabilization processes directly at enterprises to identify the economic factors of territorial development.

OUTSOURCING AS AN EFFECTIVE TOOL FOR THE ENTERPRISE FUNCTIONING

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Today, outsourcing is an efficient tool for providing effective functioning of domestic enterprises. As a confirmation of that, outsourcing is a common practice among developed countries.

When properly implemented, such a powerful tool as outsourcing not only decreases operating and overhead expenses but also increases productivity by providing the opportunity to focus on main business functions.

The article considers outsourcing in Ukraine to be quite promising kind of activity. According to statistic data, most of the outsourcing employees in Ukraine are inhabitants of the capital, Kyiv. The article also highlights Ukraine's significant potential as a player on both East European and global IT outsourcing markets. Indeed, in 2016, gross output in this area has reached \$1 billion and the number of IT specialists has increased to over 25.000, which makes Ukraine the largest on the East European IT outsourcing market.

Despite the great development prospects of outsourcing in Ukraine, there are barriers,

which prevent it from fully functioning. The article analyses those barriers and highlights the imperfection of legal framework, which limits outsourcing activities; weak relationships between Ukraine and European countries, which prevent transnational corporations from establishing their units in Ukraine; and Ukrainian entrepreneurs' lack of experience, which prevent them from a deep understanding of problems and more effective decision-making.

To solve the above problems, it is recommended to take a number of measures:

- strengthen the legislative framework by adopting the Law of Ukraine, which will provide all the legal aspects of outsourcing relations, and would correspond to international requirements;
- strengthen the relationship with European countries, which will allow transnational corporations to establish their units in Ukraine;
- work out the programs, which will help Ukrainian entrepreneurs to collect, organize, and analyse essential for the decision-making information much more effectively.

CONFLICT MANAGEMENT WITHIN CRISIS SITUATION IN ORDER TO IMPROVE THE FINANCIAL SECURITY OF THE ENTERPRISE

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Economic development, the integration of Ukraine into the world economic space, the processes of globalization and caused by the following factors increased competition exacerbate the problem of maintaining of enterprises' financial stability as the basis of their financial and economic security. This leads to the need for the effective management of financial and economic security, to the improvement of its methods and mechanisms. A complexity of enterprises' management in a crisis situation is caused as much by conflicts escalation and their conversion into ones of different quality, compared to the steady mode of work operation, as to the emergence of conflicts at all the levels of the company management and within a particular team.

The need for conflict management in crisis situations encourages enterprise managers to resolve new developed challenges and provide dialogue policy within a team. Due to exacerbation of the conflict counteraction, a partial lack of positive relationships between employees can be observed, emotional and spiritual distance increases between them, the motivation to work decreases. Prolonged, unresolved conflicts negatively affect interpersonal relationships, destroy the social and psychological climate in the enterprise environment, and an inability to manage conflicts and find the best ways to prevent and resolve them causes a

negative impact on all participants of labour cooperation.

The research publications of scientists and experts in the mentioned field are analysed, the basic elements of human resources management upon the condition of the crisis situation are determined. It is stated that an effective human resources enterprise' policy upon the condition of the crisis situation embodies a strategy for overcoming it.

Two major types of conflict resolution in organizations, authoritarian and partnership ones, are investigated. It is found that within any organization, there is a real need for quick and full resolution of conflicts, another way they may become permanent (fixed). It is considered to be very important to create a positive atmosphere of cooperation, friendly interpersonal relations among team members at the workplace, the ability to distinguish between the causes and reasons, choose the most effective ways to resolve conflicts.

An approach to effective interventions carried out by the manager, with the aim of constructive conflict resolution and management, is proposed. During a crisis within an organization, minimizing the time of conflicts resolution is one of the most important requirements for the development of an effective solution.

Thus, there is a need to develop new approaches to the management of financial

and economic cooperation at enterprises in crisis situations. The increase of financial security of the company should be focused on minimizing conflict situations because all the attention and power of management

and staff of enterprises ought to be focused rather on supporting the competitive position in the market instead of solving internal contradictions within a team that determines the relevance of the following research.

WAYS TO IMPROVE THE COMPETITIVENESS OF ENTERPRISES OPERATING IN THE MARKET FOR PRINTED MEDIA

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The article is devoted to developing ways to realize competitive advantages for the companies involved in the distribution of periodicals in print media market. The current state of enterprises working in the print media, for the major players in the market (SE «Pressa» and «Ukraposhta»), proposed a project to create their own outlets and a business plan among Project Expert.

There was a gradual decline in demand for the service among the population in the market for subscription and distribution of periodicals. The main reason for this situation is the growth of prices and distribution

market for electronic books. Given the trend of substitution of paper periodicals and electronic media in view of the further penetration of the Internet, experts predict a reduction in the Ukrainian market of prepaid distribution of periodicals.

Therefore, in order to prevent the extinction of periodicals, it is necessary to look for ways to improve their competitiveness. One of the ways can be creating their own sales outlets of periodicals, with a gradual increase of product range, improvement of services, development of marketing policy, and so on.

USAGE OF MEANS OF LOGISTICS INFRASTRUCTURE IN THE SUPPLY CHAIN

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The absence or underdevelopment of logistics infrastructure typically has a negative impact on the economic development of certain objects (countries, regions, supply chains, companies, etc.). The insufficient investment is being observed in logistics infrastructure of Ukraine in general and in the supply chain in particular. These trends are reflected in the deterioration of the use of logistics infrastructure in the supply chain.

Interdependence of logistics infrastructure and economic development of certain objects has been repeatedly proven by scientists. However, there is a lack of investigation on the effects arising from the development of logistics infrastructure in the supply chain. It is also needed to clarify the essence of the concept of "logistics infrastructure" and its components.

It is established that in determining the meaning of the logistic infrastructure, the scientists pay attention to the following main points: 1) a set of specific material and equipment; 2) their composition that may vary; 3) its utilization that allows improving conditions for business entities.

The results of a survey of German Logistics Association of 200 German companies in the industry, trade, and services reveal that

over 90% of logistics companies connect the future of their business with the investments in infrastructure.

The most important components of the logistic infrastructure that significantly affect the efficiency of its usage in the supply chain are transport and communications infrastructure. The increased investment in developed economies in transport and information logistics infrastructure components is established.

It is evident that the most successful companies such as Zara, Wal-Mart, Dell Computer, and Amazon provide a high level of competitiveness developed through the supply chain and investing in transport infrastructure, which in turn bring along economic benefits and significant sales growth.

The effects of the development of logistics infrastructure at the micro, meso, and macro levels of the national economy are identified. Arguably, for the effective development of logistics infrastructure, a lower level (e.g., enterprise supply chain) should solve the problems of higher level (such as a country of the world economy). Therefore, investment in logistics infrastructure can stimulate and enhance economic productivity in both short and long term.

ELECTRONIC CONTRACT: LEGAL ASPECT AND PECULIARITIES OF CONCLUSION

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Fierce competition in the market economy and the rapid growth of science and technology in the world led to the development of new forms of trade and economic relations. Unfortunately, the practice of forms that appear on the examples of developed countries outstrips the framework for the state regulation of the commercial segment and creates conditions for unregulated operation of electronic trading, leading to reverse negative result.

Equating electronic contracts to contracts in writing, the law on electronic commerce has allowed problems in the form of electronic contracts. However, Ukrainian legislation is currently not sufficiently standardized to ensure that all the provisions of the Law on Electronic Commerce can work effectively. The absence of a proper regulatory procedure using an electronic signature is a

potential risk for parties of agreements concluded online. Thus, the Law on Electronic Commerce was not able to make a positive impact on the practice of concluding electronic contracts in terms of signing.

The article is devoted to the analysis of the legal existence of the electronic contract. The mechanism for concluding an electronic contract and its terms are briefly described. The specifics of contracts concluded with the help of the network, their regulation along with the legal requirements of the state are described. The necessity of increasing the legislative base in the field of eligibility for the application of electronic contracts is determined.

The electronic contract took place, although it is clear that it has yet to move up through the ranks from the legal application to become a full and thorough legal instrument.

RECEIVABLES AND PAYABLES MANAGEMENT OF THE ENTERPRISE

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One of the key problems of any company is the management of financial resources associated with optimal receivables and payables in enterprises' amounts payables and receivables, terms of payment, the impact of debt on the financial support of businesses and their financial results.

The article is devoted to the management of receivables and payables, which promotes sustainable development of an entity. Analysed different interpretations of the basic concepts of scientific leaders. Receivables and payables expressed economic relations that arise between buyers and sellers during the sale of products, goods, and services and due to the difference in time of transfer of ownership (disposal, use) after the payment, due to objective conditions consisting in the production, sale, and settlement organizations.

The stages, methods, and models of management of payables and receivables are considered. The basic advantages and

disadvantages for the company debts are outlined. The high proportion of receivables in assets and accounts in liabilities, features of the flow, impact the financial position, the level of solvency and financial stability of the company, which determines the need and importance of management.

The main points necessitating simultaneous, synchronous management of receivables and payables enterprises are given.

Effective enterprise activity depends on the successful management of liabilities. An enterprise can recommend techniques such as debt management, restructuring, repayment or assignment of debt. The main characteristics of the process management of debts are outlined.

Thus, management of payables and receivables is a process of developing and implementing management decisions about the consistency of their size and speed of the time, providing needed income and the optimal size of available funds.

THE THEORETICAL ESSENCE OF THE COMPANY'S CURRENT CAPITAL

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Under the terms and conditions of the unstable economy, the management of the company's financial resources is an important step in the financial management. You should pay a particular attention to the management of all types of the company's capital to the current capital, as the continuity of the production process and sale of products, the liquidity of the company, and its solvency depend on the management quality.

The management of the company's current capital is a complex process. The system of management of the company's current capital should mean a set of separate but interrelated elements that provide a targeted impact on the management object by implementing the management functions through the use of a set of the management methods for the purpose of ensuring the company's sufficient liquidity and solvency level. The system of management of the company's current capital is a part of the general financial strategy of the company that is to build the required volume and composition of the current capital, rationalization, and optimization of the structure of its funding sources.

First, the management of the company's current capital should be based on the requirements of the external legislation (at the state level), and secondly, on the requirements of the internal regulations and guidelines (at companies' level). Thus, we can make a conclusion that the company's current capital fulfils a special role in the company's life; a smooth, cyclical operating process is carried out based on it, and its volumes influence the process of reproduction of the company's capital that is the basis for the business of the economic entity. Management of the current capital is a complex process that requires quick decision-making from the managers regarding cash management, company's accounts receivable, and induces to search for new sales markets, regulation of finished goods balance and inventory. Therefore, the management of the company's current capital should be based on certain principles that will enable the company to have the regulatory liquidity and solvency values.

FEATURES OF PLANNING INNOVATIVE ACTIVITY AT DOMESTIC ENTERPRISES

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The main aim of this article is researching the features of planning innovative activity at domestic enterprises and also developing practical recommendations for increasing its efficiency.

Innovative activity is a prerequisite for an effective enterprise's development, improving product quality, and efficient and economical use of products. However, the unreasoned innovative activity can lead to significant losses. So, the innovative activity must be well-planned to be successful. It is found that innovative activity means setting specific innovative goals of enterprises and searching for optimal ways to achieve it.

Planning is one of the main parts of the innovative activity management system, which is involved in developing the main ways of innovative activity in order to the planned development strategy, resource's capabilities, and real market demand.

In general, planning innovative activity is very important process of enterprise's manager activity, which includes performing a number of successive stages: forming a strategic innovation goals, defining

the strategic objects of innovative activity, collection, analysis, and evaluation of the information about the environment, developing a plan of innovative activity, analysing strategic alternatives, choosing a general innovative activity strategy, monitoring and evaluating the results of implemented plans.

As a result of studying the planning process of innovative activity at domestic enterprises, we found that it performs on the low level. The main reason is that domestic enterprises are not paying enough attention while planning innovative activity. It is found that most enterprises have no separate department or office, whose main duties would be innovative activity planning. Because of that, this process involves persons, whose knowledge is not enough.

In general planning, innovative enterprise's activity is quite a creative process of the senior company's manager activity, which includes performing a number of successive stages. As follows, well-done planning at the enterprise – guarantee of the successful innovative activity of the enterprise.

THE THEORETICAL BASIS OF COMPETITIVENESS OF COMPANIES BY INCREASING LABOUR PRODUCTIVITY

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The aim of the paper is the development of theoretical and methodological approaches to industrial competitiveness by improving the level of productivity.

The theoretical and methodological basis of the study is research and development of Ukrainian and foreign scientists, associated with issues of industrial competitiveness, the effectiveness of their operations by increasing productivity, legislative and regulatory acts of Ukraine in this field, specialized materials of scientific conferences and symposia. The study used the following methods: grouping – to determine the factors that influence on the effectiveness of the company; generalization – the development of scientific and practical positions, causing the increase in labour productivity impact on improving the competitiveness of the industry, economic and mathematical modelling – in determining the motivation of labour productivity in the system.

The article analyses the theoretical and methodological approaches to the study of labour productivity, considers the factors

that form the productivity on various levels of management, reveals the essence of competitiveness and proves its relationship with productivity; the place of labour productivity is defined in the system of enterprise competitiveness. The place of motivation in the productivity system is determined; the model of the effect of motivation on productivity is worked out.

The methodological approach to the evaluation of the productivity impact on the competitiveness of the enterprise on the basis of a system of indicators is formed, an approach to the development of programs to improve labour productivity taking into account the life cycle of the enterprise that allows defining the main goals and objectives of increasing productivity in the different phases of its life cycle is proposed.

Research results can be used in industrial activities in order to increase their competitiveness, as well as state and local government institutions in the formation of the social and economic policy in the sphere of employment.

COMPETITIVE ADVANTAGES OF THE ENTERPRISE: A RETROSPECTIVE ANALYSIS OF THE TERMS' INTERPRETATION

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The current stage of economic development is characterized by dynamic changes in the environment, changes in customer requirements for the goods and services characteristics and increased competition, which leads to the need to find sources of competitive advantage.

The problem of determining the nature, formulation, and implementation of competitive advantages are highlighted in the works of many foreign and domestic scientists such as A. Smith, D. Ricardo, M. Porter, J.-J. Lambin, H. L. Azoiev, D. O. Barabas, M. I. Knysh, R. A. Fatkhutdinov, Z. Ye. Shersh-nova, and others.

Along with those, the problem is investigated in the literature; there is no single view of the nature and source of the formation and implementation of competitive advantage.

The purpose of the article is revealing, comparison, and coordination of scientific views on the nature and sources of competitive advantages, and displaying their own views on the nature of this category.

As a result of the retrospective analysis of the term's interpretation of competitive advantages, there is offered a substantial component model of evolution of this concept that is based on the coordination of the relevant time periods, substantial components of the concept of "competitive advantage" and preferred accents of relevant scientists.

The analysis of the nature of competitive advantages allowed revealing significant differences in the treatment of this category by authors, which is associated with understanding the sources of competitive advantage, which, in turn, allowed revealing some approaches, namely, resource-consuming, high-quality, adaptive-innovative, and value-competence, and supplementing this list with an integration approach to diversify the sources of competitive advantage that contributes to the formation of a system of competitive advantages of modern enterprises and provides sustainable competitive positions of the company.

PECULIARITIES OF FORMING THE CONTENT FOR THE SOCIAL NETWORK “VKONTAKTE”

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The article deals with the formation of content in the social network “VKontakte”, the key components of the effective message are analysed: text, image, links, video and audio recordings, hashtags, documents, polls, maps, and smiles. The requirements for each of the elements of the record are considered on the example of the social network “VKontakte”.

Despite the urgency of the topic of Internet marketing in general and promotion in social networks in particular, this direction is one of the most modern and dynamically developing marketing tools, which explains its insufficient knowledge. The results of the literature review revealed that, in the current situation, the problem remains unsolved over the lack of a set of concrete, systematized practical recommendations for the development of content for social networks that would meet modern competitive conditions, and also took into account the specific features of the chosen social network and the specifics of its audience. Because of this, both advertising and economic efficiency is reduced from the use of

social networks as a platform for the brand promotion.

The main components of the recording in the community include text, images, links, video and audio recordings, hashtags, documents, polls, maps, smiles. In this regard, we proposed a set of recommendations (requirements) for content formation, which includes the theoretical experience of foreign and domestic researchers, as well as the specifics and characteristics of the social network “VKontakte”.

The essence of the recommendations is to use certain requirements that are mandatory for the formation of content, which include: uniqueness, connection with the style or standard of living of the target audience, etc.

The proposed recommendations allow to significantly save the time resource for the development of the content plan of the community and the creation of advertising content, are capable of increasing the advertising effectiveness and level of consumers' loyalty to the brand, thereby increasing the profitability of organizations promoting goods and services through social networks.

SCRUM INTEGRATION INTO THE OVERALL MANAGEMENT SYSTEM AS A TOOL FOR IMPROVING THE MANAGEMENT

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This article focuses on the Scrum system – the methodology of project management, which refers to flexible approaches to software development and its integration into other areas of non-programming activities.

Scrum focuses on the continuous determination of priority tasks, based on business objectives, increases the usefulness and profitability of the project on its early stages. Since in the initiation of the project, it is almost impossible to determine its profitability, Scrum proposes to concentrate on the quality of the development and, until the end of each iteration, to have an intermediate product that can be used, even with minimal possibilities (for example, the site skeleton that can be shown at the presentation).

The methodology of Scrum is focused on quick adapting to changes, allowing the team to adapt the product to the needs of the customer as soon as possible. A feature of the Scrum methodology is the emphasis on a multifunctional, self-organizing team.

This approach is useful for other areas but, for the successful use of this system, activity (project) must meet the following conditions:

- flexible terms and budget;
- non-trivial, long, complex creative project in the process of development;
- a client who understands the essence of Scrum and approves this approach;
- well-trained, professional, responsible team with enthusiasm and low level of personal needs in work.

It should be noted that Scrum is most effective at the initial stages of large projects when it is necessary to fundamentally build the workflow. In the future, only a part of the Scrum practices can be used and only a part of the original team – flexible approaches are tolerated and presumed.

Examples of areas for partial use of the Scrum system may be the construction sector (the stage of repair work), service sector (holiday planning), and even the conduct of household chores.

DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

MONITORING OF TRANSFORMATION OF SOCIETY ON THE PRINCIPLES OF SOCIAL DIALOGUE WITH A VIEW OF REGIONS' SOCIO-ECONOMIC DEVELOPMENT IN THE COUNTRY

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The article is devoted to the transformation of society's monitoring in the context of the socio-economic development of regions and across the country. The analysis results of the previous studies determined that the main tool for such monitoring is a sociological survey in test form. The results of these studies during 2015–2016 allowed determining the current situation regarding the level of social dialogue and transformation of society's attitudes in the process of socio-economic development:

- the actual financial situation at the present stage of development of the country for a bigger part of the population estimates as “below average level” or “poor”;

- low self and social activity of the population, only 37% are members of professional unions and only 18% are members of the non-governmental organization, the lowest level of public activity observed in Donbas;

- the unwillingness of population to take responsibility for the socio-economic situation in the country and in its own region: only 3% of respondents believe that they are responsible for the situation in the country,

- 3.8% – consider themselves responsible for the situation in their own region;

- distrust of population to authorities and top government officials and opposition to reforms implementation: 50.7% of respondents do not support the chosen reform course because it considered futile or because their standards of living “simply unbearable”;

- lack of an established social dialogue between government, business, and community.

Highlighted indicators of the transformation process in the modern society indicate a lack of understanding of an importance of taking an active civil position and defend their interests through constructive social dialogue, which will harmonize socio-economic relations within individual local communities, regions, and states. So, the primary task for the national and regional authorities should be educational activities among the population about the benefits of public activity and positive perspectives of tripartite social dialogue with a view to the sustainable socio-economic development of regions and the whole country.

INNOVATIVE AND INVESTMENT ATTRACTIVENESS OF ENTERPRISES IN THE FIELD OF TOURISM

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The article investigates the fundamentals of investment attractiveness in the tourism sphere, analyzes current tendencies of innovation attractiveness in the world and in Ukraine, as well as the connection of investment attractiveness and innovation in tourism.

In the leading tourist countries, the state's economic policy is aimed at forming of innovation-investment model of tourism development. Today, for such countries, the basic priority in increasing the efficiency of social production is the scientific and technological progress, through which innovation and investment activities are interdependent. The legislation of these countries defines innovation activity as one of the forms of investment activity, carried out in order to implement the achievements of scientific and technological progress into production and social sphere. Thus, investments are regarded as a material basis, "carrier" of innovation.

Proceeding from the essence and purpose of the analysis of innovation-investment attractiveness of the tourist industry, one can conclude that its main task is to evaluate:

1. Innovation – infrastructure state of a tourist enterprise on the basis of calculation and analysis of a group of economic indicators that characterize its opportunities in the development and commercialization of innovation.

2. Property status of a tourist enterprise, structure of its distribution and efficiency of use.

3. Sufficiency of own and attracted capital for the current economic activity, rationality of its use, as well as the choice of a strategy for further development of the enterprise of tourism sphere.

4. The achieved level of sustainability of financial condition of the tourist enterprise, its financial stability, the availability of its own working capital, the sufficiency of fixed assets, inventories to ensure competitiveness and profitability of products made with taking into account the innovative costs.

5. Solvency of the enterprise and liquidity of the property [8, p. 573].

For Ukraine, which is on the path of formation of a market economy, tourism today is an important factor in both the internal socio-economic policy of the state and foreign economic activity. Already, the tourism industry produces about 4–6% of the gross national product and 20% of Ukraine's foreign trade turnover; about 15% of labor force in Ukraine is employed in the tourism business and related industries. The significance of tourism industry development for Ukraine is determined by the following factors:

– the presence of significant diverse tourist potential;

– the close connection of the tourist complex with many other sectors of the economy, which gives an opportunity to get an explosive multiplier effect;

– approximation to European and world standards of the quality of goods and services and improvement of comfort of life for significant segments of the population;

– increase of foreign exchange earnings in the country, replenishment of state and local budgets with the funds necessary for further development of national economy [9].

THE CONCEPTUAL BASIS OF THE REGIONAL DEVELOPMENT OF TOURISM INDUSTRY

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The conceptual basis of the regional development of the tourism industry is analysed in this article. The optimal variant is offered for Zaporizhzhia region, which is provided the changeless development of tourism and resorts through installation and sustentation of the balance between the preservation of natural and historical and cultural resources, due to economic interests and social needs and the development of tourism and the creation of favourable conditions for the formation of the national quality product of tourism. The effective use of the available resource potential is provided through the introduction of the complex management of tourism resources, tourism zoning, the installation of the system of the priori-

ties both the types of tourism as territorial, the maximum level of tourism development within the definition area through the analysis of their volume, which is loaded maximum permissible on the objects of tourist visits and the marks of the impact of tourism activity on the environment.

The concept of the development of tourism is elaborated for the creation of the highly profitable tourism and the resort branches of the region, which have to satisfy the needs of the population, for software on that basis the complex development of the region while maintaining the natural recreational, medical resources, the territory of natural and protected reserve, the memorial of history and culture.

RESEARCH OF THE EFFICIENCY OF USING AND ENSURING THE SUSTAINABLE REPRODUCTION OF LAND RESOURCES IN SUMY REGION

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The land is one of the basic resources of Sumy region. It includes agricultural land; forests and wooded areas; built-up areas for the industrial and transport facilities, housing, streets, etc.; land covered with surface waters; other lands. Land of the Sumy region covers 2383 ths ha and is the 16th biggest region in Ukraine. Most of it (73%) is agricultural land, and 72% of that is arable. Economic efficiency of the land use measured through crop fertility is gradually growing since 2010 but crop structure is not sustainable. A major part of the land is occupied by grain, sunflower seeds, and soya. In the modern market economy, companies take their own decision about the crop rotation seeking for higher returns on the capital but such a practice might be exhausting for the natural land fertility and may produce a substantial pressure upon rural envi-

ronments. Also, returns on the capital are growing during last years, and the situation seems more optimistic for large scale producers, which may employ more intensive technologies, better machinery, managerial practice, optimal sales policy. They now start to possess some degree of control over government decisions and local communities. Protecting small farmers and middle scale producers is now a priority also because they demonstrate better indicators of ecological performance.

The land is also suffering from degradation, wind and water erosion, pollution by the residuals of the pesticides and in some areas – oil products, the much valuable land is wasted as landfill. Special programs need to be worked out to overcome these challenges and increase the efficiency of the land use together with better sustainability.

THE MODERN FEATURES OF FORMATION OF THE SOCIO-ECONOMIC DEVELOPMENT STRATEGY IN REGIONS

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Modern economic processes are extremely complex over the presence of many conflicting interests. The reflection of these interests in strategic goals of regional development should be the basis for a sustainable, balanced, socially oriented development of regions. The use of dynamic theories of economic growth is the necessary condition for the formation of a strategy of regional development. It is about neoclassical theories, theories of "market potential", economies of scale, models of cumulative expansion, "base multiplier" etc.

Under current conditions, the problem of formation of strategic directions of economic development of regions is actualized. There is a need to choose medium- and long-term milestones. The evolution of understanding of economic development has the following main aspects: 1) consideration of new features and qualities of economic growth; 2) new role of regions in the country; 3) globalization and Euro-

pean integration vector of development of Ukraine.

Each region tries to maximally use its own resources for increasing competitiveness and involve all institutional factors. This contributes to the development of competitive advantages of regional economic systems.

Along with the competitive advantages in each region, there are limitations and negative factors. They can reduce the efficiency of realization of favourable competitive opportunities and complicate the use of socio-economic potential.

The efficiency of a new state strategy of formation of the regional policy depends on many factors. It is of fundamental importance that there are legislative bases and financial incentives for the further decentralization and delegation of powers from the central level to regional and local.

Thus, the strategy of development of the economy shall take into account spatial-regional factor.

THE ROLE OF STATE MANAGEMENT IN THE SUSTAINABLE RURAL DEVELOPMENT OF UKRAINE

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Features of the sustainable rural development of Ukraine of economic and social character are discussed in the article. On the one hand, the sustainable development of rural areas characterizes major natural resource constraints that shape the distant future and, on the other hand, determines the possibility of social and economic development of rural communities, development of economic entities, and improvement of nature.

External and internal factors of influence for the formation of sustainable rural development are indicated. Some factors may contribute to or, otherwise, hinder the formation of sustainable rural development. The current situation in Ukraine requires new approaches to reform and policy. In terms of continuing national crisis of village, it is becoming increasingly clear that it is impossible to ensure its efficient development, relying only on agriculture. Therefore, even though all the importance of sectoral planning, it should not replace territorial one,

which subjects in a general sense is the economic and social development of certain parts of the country (provinces, cities, and administrative districts), taken as a whole, regardless of affiliation businesses and organizations.

The role of government regulation in their sustainable development is investigated. The formation and implementation of the state policy and mechanism of government regulation for the sustainable development of rural areas should be carried out separately, with the assistance of appropriate resources and ensuring responsibility for the results on the part of bodies that will realize it. It is the isolation of issues of rural development in a separate branch of the state policy that will help generate a clear, balanced, science-based, comprehensive, and systematic mechanism of governance of this object that will take into account its specific features and ensure the achievement of the expected results.

ECONOMY OF NATURAL RESOURCES MANAGEMENT AND ENVIRONMENT PROTECTION

CURRENT STATE AND DEVELOPMENT PERSPECTIVES OF THE GLOBAL ECOLOGICAL TAXATION SYSTEM

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The article dwells upon global ecological taxation issues and the main vectors of fiscal ecological policy development. The author offers practical recommendations to make ecological taxation system more advanced.

Ecological taxes form the basis of GDP in EU countries. Energy taxes make 72% of all number of eco taxes and more than 5% of all taxes and social payouts in the EU. Transport taxes make a bit less than 23% of all eco taxes, and 1.5% of all taxes and social payouts.

Environment pollution tax and resource tax provide a significantly smaller budget income.

German market of renewable energy is rapidly developing due to stimulation of financial resource market formed by eco taxes. The number of solar panels in this country is growing due to investment into solar energy supported by taxation incentives.

Greenhouse gas tax has been introduced in the EU to stimulate machine-building industry, produce eco engines, and develop electric or hybrid cars market.

Eco tax is a widely used instrument of state “green” policy. Many countries launch a system of taxes on a majority of trans-

port vehicles, air and water pollution. Tax incentives are real instruments to promote efficiency in transport, building, and household industries. It opens a way to stimulate the development of alternative energy and reduce the emission of greenhouse gas.

Consolidation of eco taxes includes reducing their number and range of polluting agents.

The bulk of Ukraine’s state budget is formed by indirect taxes; in most of the developed countries, the situation is opposite. Domination of direct taxes is considered to be better for the effective functioning of the economy preventing poverty of the population and manufacture downfall.

The taxation system in OECD countries proves eco taxes have a favourable influence on the environment and stimulate the production of eco goods. Ukraine’s eco taxation system requires further development. It is open for the implementation of new solutions based on the experience of OECD countries.

According to conclusions, eco taxes must take an important place in budget formation at all levels and help establish efficient environmental protection.

THE MAIN TRENDS IN FORMING ECOLOGICAL AND ECONOMIC SOCIAL ENVIRONMENT OF UKRAINE IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

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The article analyses the state of public policy in terms of environmental and economic formation of a culture of society and its impact on the national food security and population and views the possible ways for overcoming the consequences of rapid economic and environmental crisis.

Economic and environmental education is directed to overcoming consumer attitude towards nature and its resources, the combination of rational and emotional in the relationship between man and nature, based on the principles of good and beauty, intelligence, consciousness, and patriotism. That is the meaning of economic and environmental education focused on human values, ideas of humanism, democracy, improvement of the individual, the disclosure of the natural world as the habitat of a man who should be interested in maintaining its integrity, purity, harmony. It provides the

ability to comprehend environmental phenomena, draw conclusions about the state of the environment, and intelligently interact with natural ecosystems. Important experience is emotional and human values related to the environment, feelings, motives, attitudes, values, beliefs, upon which emerging understanding of a human place in the natural environment and readiness to appropriate practice; scientific knowledge about appropriate ways of working in an environment that provides environmental management, maintaining the natural ability to heal itself; covering economic and environmental issues at the global, national, and local levels, involving acquaintance with general and local environmental issues and practical participation in solving local environmental problems. Clearly, any underestimation of these components affects the efficiency of economic and environmental education.

ECOTAX AS THE TOOL OF ENVIRONMENTAL ECONOMICS

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The problem of natural resources management and environmental protection is urgent in the world. The ecological state of Ukraine is characterized as crisis one that relates to the low level of environmental consciousness and imperfect environmental legislation.

One of the tools of environmental protection is an environmental tax. Its essence is to collect funds for the emission of pollutants into the air, in water facilities, for the placement of waste, the formation and storage of radioactive waste.

In recent years in Ukraine, a decrease in environmental tax in revenues to the state budget is observed.

Experience in applying environmental tax in foreign countries demonstrates its effectiveness. State policy leads to the reduction of emissions into the environment, improvement of its state, application by business entities of the latest non-waste technologies, stimulates the innovative development of the state.

In 2010, the Law of Ukraine "On Basic Principles (Strategy) of the State Environmental Policy of Ukraine for the Period up to 2020" was adopted, which in legal form consolidates Ukraine's commitments on ecologization of the economy and ensuring environmental safety.

In order to achieve these goals, Ukraine needs to adopt the experience of developed countries. It is proposed to introduce a tax on products containing environmentally hazardous substances, to develop a system of preferential taxation for economic entities that use non-waste, resource-saving technologies, to change the method of calculating penalties and increase their size, increase the charge for the environmental pollution, increasing the fee for resetting the unit of mass of the pollutant to the European level.

An environmental tax is not only another source of cash inflow to the budget but also a way to improve living conditions of the population, the tool of environmental economics.

THE MECHANISM FOR DETERMINING THE LEVEL OF SUSTAINABLE SOCIAL AND ENVIRONMENTAL DEVELOPMENT OF HOUSING AND MUNICIPAL SERVICES OF THE REGION

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The paper formulates the methodological guidelines on the assessment of the sustainability of ecological and economic development of the region, based on a method of integrated assessment of the level of greening the regional economy, allowing comparing the ecological economic development of subjects of the country.

The presence for a long time of a number of environmental and economic problems in the development of housing and communal services points to the need for scientific research on the features of improvement, improving the quality of service provision and improving the environmental situation. The state of effective use of resources, reduction of pollution and domestic wastes, introduction of innovative energy-efficient and energy-saving technologies are analysed. A mechanism is developed for determining the level of sustainable social and environmental development of the housing and communal services in the region.

Greening of the economy is an integral part of sustainable regional development.

The main direction of greening socio-economic development of housing entities is to improve the functioning of the housing and utilities sector through the effective use of resources, reducing pollution and waste, the introduction of innovative energy-efficient and energy-saving technologies. Thus, the level of greening can be measured by using indicators of pollution intensity of household and similar waste, provision of housing, improvement of housing, water management, and use of scientific and technological achievements. That is below the level of greening housing entities should be understood comprehensive description or assessment of social and environmental development in general.

In terms of greening, one can also evaluate the organization process stimulate social and environmental development utilities. Increasingly important integral index dynamics indicates the efficiency of the incentives and environmental development at the regional level.

DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

FEATURES OF GEO-ECONOMIC AND DEMOGRAPHIC CONDITIONS IN VOLYN REGION

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For the developing ways to improve relationships between society and economy, in this article, there is represented a complex of the researches, which are about the relationship of demographic and geo-economic potential, give a scientific assessment, and present theoretical-applied bases, approaches, and methods, territory planning schemes, in the modern conditions, is creating a prospective program of using the region territory on the basis of its optimal organization.

Today science, as well as all local community, should solve important problems of the transformation of demographic and economic problems so that, on the one hand, to increase the productivity of the economy, exploit the existing able-bodied potential, reduce the social, demographic, and environmental stresses.

Development of new approaches and relationships between man and production and at the same time the formation of the new mechanism is due to geo-economic development and balanced functioning of natural and industrial potential in the region.

The population of the region on 01.01.2014 was 1041.3 people (2.3% of the population in Ukraine) including 543.7 peo-

ple or 52.2% of the urban population or 47.8% of the rural population.

Almost 72% of the population is concentrated in the central and southern parts of the region where the density reaches 76 persons per 1 square km (the average for Ukraine – 75 people). The northern part of Volyn is populated less 22–36 people per 1 square km, and the average for the region, the figure is 52 people per 1 square km.

Among the regions, the most populous town is Lutsk (5000 people per 1 square km); the least populated is Turiysk area (22 people per 1 square km).

There are 1087 settlements in Volyn region, including: urban settlements – 33, rural settlements – 1054. The administrative and territorial system of the region is, in general, typical for Ukraine. Regions are in most similar to each other but they are completely differentiated by the population and population density. Low urbanization and low population density especially of peripheral areas create additional problems of regional development, which are connected with the limited manpower, spreading local governments and institutions that provide services to the local population.

SOCIAL INNOVATIONS AS THE INSTRUMENT OF IMPROVEMENT OF THE UKRAINIAN POPULATION QUALITY OF LIFE

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The quality of life is a complex characteristic of the population activity conditions that is expressed in objective indicators and value judgment of satisfaction of material, social, and cultural requirements.

The great influence on the formation of parameters of quality of life is exerted by the social sphere. The social sphere represents an essential part of the modern economy. Its feature is the high destiny of the state participation in financing and in the direct taking the benefits, that are made in it.

Today the social sphere of our country needs the introductions of innovations because the constantly changed reality imposes new requirements to its services.

An analysis of the international index of the standard of living (Prosperity Index) is

prepared for the identification of the major activity concerning the quality of life improvement in Ukraine.

In a more detailed analysis of the index components, it is revealed that the best result is shown by the education sub-index that says about a good level of the educational services providing.

By the results of marketing poll of the Ukrainian population, the greatest assessment is received about such factors as the state of health, arrangement of the settlement, living conditions; the smallest ones are about an employment guarantee, social protection, trust to the power.

Thus, the social sphere of our country needs introductions of innovations because the constantly changed reality imposes new requirements to its services.

THE PECULIARITIES OF THE TRANSFORMATION OF THE WORLD SYSTEM OF HIGHER EDUCATION IN THE XXI CENTURY

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The modern development of higher education in any country should be considered in the light of global trends that modernize educational strategic priorities, change tools and approaches to teaching and methodological rules for the high school. Moreover, general civilizational trends make a system-producing impact on the national reform of education systems. That is why it is urgent to define modern features transforming the world of higher education.

The views of scientists on the transformation of the system of higher education under the influence of the world educational community and general civilizational strategic development priorities are generalized. The essence of the main tendencies in the modernization of higher education in the 21st century is revealed, and the importance of the process of internationalization of higher education is emphasized.

So, the main peculiarities of transformation of the world system of higher education in the XXI century are: mass and dynamic development of higher education; learning

that is orientated as the final result; the introduction of continuous education; distance learning; diversification and internationalization of higher education; individualization of higher education; focus on research and development and transformation of higher education content.

Summing up world trends in higher education, it is appropriate to note that the modern educational process of high education is characterised by integration and specialization, flexibility and adaptability, modularity and mobility, independence, orientation to science research, extensive use of advanced information and communication technologies, focus on needs consumer society as a whole.

Understanding the major global trends of higher education and mechanisms of their implementation lays the foundation for the analysis of international educational space, determination of where the position of Ukrainian high education and ways of modernization of national higher education system in accordance with international standards.

THE IMPROVEMENT OF A HUMAN CAPITAL ASSET AS A FACTOR OF STIMULATION FOR THE INNOVATIVE ECONOMIC SYSTEM

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This article deals with the topical questions of study, grounds, and specifications for methodological approaches to the development and modernization of problems of the human capital asset, it also examines problems of its optimal use. The article indicates the guidelines for the improvement of the human capital asset, which are essential for the stimulation of innovative economic systems' development. The human capital asset has been proved to affect the economic expansion of the country and regions.

It defines that to study and analyse the "human capital asset" category, it is appropriate to use a set of methodological principles and approaches: synergetic, evolutionary-historical, co-evolutionary, dialectical, and structural-systematic one.

In the context of the innovative development of social and economic systems, the "human capital asset" category is advisable to interpret or explain as a functional element for innovative development, which depends on intellectual activity and embodies one of the forms of qualitative new knowledge implementation providing with competitive growth opportunities of the economic system.

Under modern conditions, only the improvement of human capital asset applies limits and opportunities of social and technological development of economic sys-

tems. The tendency activation to create new knowledge, increase information use and its distribution causes the occurrence and development of new qualitative characters of human capital.

The improvement of human capital asset suggests the continuous lifelong training, inseparable connections between education and production cycles; the strengthening of creative use of acquired knowledge and skills to generate know-how; the innovative development of economic systems makes new requirements for continuous training and growth of creative components both employees and entire business, organizations or companies.

The theory of human capital asset depends on its development concept and the key reason is an improvement of the population's life quality. The Human Development Index is used to compare life quality levels of different countries. Ukraine belongs to the countries with high human development index (HDI – 0,743).

The improvement of the processes of HCA management should be implemented by: leader team development; stimulating the development of "advantage centres" in different sectors of society; activation of communities and individuals involvement into the world creative and intelligent networks.

THEORETICAL APPROACHES TO THE DEFINITION OF SOCIAL SPHERE AND FEATURES OF ITS FUNCTIONING IN UKRAINE

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In modern terms, social security is one of the most important types of the national security because it focuses all the major problems of the national economy. Current socio-economic processes in a society are dependent on social security and social development level.

Social sphere – one of the most important spheres of society, includes social interests of all segments of the population, the relationship of society and individuals, working and living conditions, health and recreation.

However, in the literature, there is no single approach to the understanding of the social sphere, no definition of social sphere in the normative literature.

In the paper, the current approaches to the definition of the category “social sphere” are analysed. In the scientific article, three theoretical approaches to this concept are singled out: the procedural approach, semantic approach, institutional approach.

A procedural approach to the definition of “social sphere” involves a consideration of the social processes and forms of social activities aimed at improving living standards in society. A semantic approach to the definition of “social sphere” aims to explain the meaning of “social sphere”; here the authors state that the social sphere is a collection of sectors that define the standard of living, is the sphere of life, and is the public space. An institutional approach to the “social sphere” definition considers the institutional units providing the society with raising living standards.

Features of the social sphere functioning in Ukraine through the prism of favourable and unfavourable conditions and factors of development are considered.

In Ukraine, government policy should stimulate the positive factors of development of the national social sphere.

EXTERNAL MIGRATORY PROCESSES OF LABOUR RESOURCES: FACTORS, STATE, AND CONSEQUENCES FOR UKRAINE

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The population of Ukraine constantly diminishes as a result of demographic, emigrant processes, and beginning from 2014 and from a military conflict on East of the country. If reduction of the population as a result of demographic processes is considered fully natural and such that inherent to the developed countries of the world, then reduction of the population as a result of emigration specifies on the totality of unfavourable terms up to the country that push the labour resources of the country in international migratory processes.

The aim of the work is research of the state of shell migratory processes in Ukraine, analysis of factors, determination of reasons for external labour migration of population and their consequences for the socio-economic development of Ukraine.

In the process of research, the indexes of external labour migration are described, an analysis of directions of Ukrainian labour migration, age-related groups, and sectors of employment of Ukrainian labour migration is carried out, principal socio-economic reasons of labour migration and their consequences are exposed for the economy of Ukraine.

Influence of migration standard on the economy of Ukraine is educed, it is found out that in Ukraine money receivables of migration are the factor of adjustment of balance of payments and stimulator of consumption and increase of GDP.

Realizing influence of negative and positive factors of external migration, we consider that stopping the outflow of capable of working economically active population is possible, only by providing conditioning for its effective use.

FEATURES OF STATE REGULATION OF MECHANISMS OF CONDOMINIUM DEVELOPMENT

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Creating a comfortable, decent human habitation is the most important task of our time and the future. The top priority in solving this task in cities and villages has utilities. However, for a long time, this field exists in acute crisis and needs new mechanisms of its modernization, both in financial relations, legal ensuring the functioning of this branch, and in governing. One of the ways of solving problems that were mentioned is making the institution of condominiums (condominium).

Such an institution will give the possibility to improve the quality of services, to ensure citizens' right to self-managing of their housing, to apply new models of rational, economic and ecological using of their property, to increase the level of management in the housing sector, to improve the maintenance and condition of the housing stock of the country.

To achieve it, public authorities and municipalities have to assess the European experience and, on its base, to rethink and define our own strategy and effective tactics for creating the institute of condominiums, methodological and organizational support of their activities. In particular, it is necessary to create a special department of the executive

committee: Department of condominiums development, which would become the main link of communication between structural subdivisions of the executive committee, budgetary institutions, executive authorities, utility companies, and other entities involved in the operation of condominium from the one side and residents of apartment buildings and condominiums from the other hand; to improve the legal and financial regulation of the housing sector and the creation of condominiums; spending by state and local authorities an active explanatory work among the population about the reforms of housing sector and creating new condominiums; to create conditions for private investments in the modernization of housing and cities' housing stock; to develop a strategy for specific activities in this field over the medium and long term – The Municipal Plan of Promotion of the creation of condominiums, and to introduce special procedures for planning, implementation, and evaluation of activities in the field of housing. These requirements can only be provided in the case of high professional level of the staff of the state and regional authorities, knowledge and skills of employees who directly implement energy efficiency measures.

LABOUR MARKET SEGMENTATION: THREATS TO THE STATE ECONOMIC SECURITY

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The article analyses theoretical foundation of labour market segmentation in the aspect of threats to the state economic security. The relevance of the research is determined by the fact that in the modern conditions, there is increasing attention to all components of the economic security, among which issues of effective functioning of the national labour market are of great importance, which in turn requires deepening the understanding of the main problems in all its segments in order to counteract negative threats to the economic security of the state in the conditions of socio-economic transformations. The increase in the segmentation of the aggregate labour market in modern conditions is conditioned by general negative trends of the socio-economic development. A study of specific characteristics of separate segments of the labour market makes it possible to find out the main threats to the economic security of the state in the respective segments. From the viewpoint of deepening the study of the theory of duality of the labour market, the article presents the inevitability of threats to the economic security of the state in the segment of the secondary labour market. The greatest threat to the state economic security is determined as the pres-

ence of a significant spread of the informal (shadow) labour market; at the same time, the view is maintained that the shadowing of the social and labour sphere in the vast majority for the state and hired workers has dramatically negative consequences; with regard to employers, the practice of shadow employment is beneficial to them as it leads to significant savings in labour costs. The segmentation process of the labour market is compounded by the interweaving of segments of simultaneously employed in the formal and informal economy. The division of the labour market into the domestic (covering workers employed at enterprises and organizations) and external (determined by the quantitative and qualitative composition of the unemployed) makes it possible to note that the latter is the main source of threats to the country's economic security and needs to be assessed in detail. The inevitability of the modification of segmentation of the labour market in connection with the dynamics of conditions of the socio-economic development of the state is determined. Trends of labour market segmentation in the conditions of scientific and technological progress and the threats that appear in this connection are outlined.

THE SYSTEM OF DEMOGRAPHIC SECURITY INDICATORS OF UKRAINE

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The problem for Ukraine today is the deterioration processes of the population and its structure reproduction, which indicates a depopulation trends deepening in the future. Therefore, it is necessary to study the main threats affecting the level demographic safety, their evaluation and prediction of the future. The aim of the article is to develop a system of indicators to assess the demographic security of Ukraine, which takes into account major demographic threats of nowadays. The general world outlook design of scientific research in this article was a systemic paradigm. The study used the following logical, general scientific, theoretical, and empirical methods: comparison, description, logical reasoning – for studying the demographic security and developing the system of its indicators.

A system of indicators is developed to assess the demographic security of Ukraine and it takes into account all the main threats that cause a decline in the demographic security level. The most important problems for Ukraine are: low birth rate and high mortality, high migration mobility of the population, AIDS, public health (disability, spread of malignant tumours and male overmortality) deviant behaviour (suicide, murder, drug addiction, and alcoholism), sex-age

structure of the population aging, disparities in the population by sex and age), family values evaluation (divorce, orphans, extra-marital births).

Developed indicators system includes 32 indicators that comprehensively allow assessing the level of demographic security of Ukraine: quantitative, structural, and qualitative parameters.

The proposed indicators for assessing demographic security reflect its main threats. A positive aspect is an ease of calculating indicators and the availability of input data in statistical compilations or on the website of the State Statistical Service of Ukraine. The system of demographic security indicators reflects the main problems of demographic security formation and is aimed at solutions for making managerial decisions to prevent crisis phenomena.

The article deals with demographic problems in Ukraine, which are associated with significant population rate decline and reproduction processes deterioration. The indicators system for estimating the demographic security level is developed that unites seven blocks of indicators and includes the main problems of the population reproduction, its quantitative, qualitative, and structural characteristics.

MONEY, FINANCES AND CREDIT

MODERN FEATURES OF VALUE ADDED TAX ADMINISTRATION IN UKRAINE AND ABROAD

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The value added tax in Ukraine is the most effective tool in the mechanism of forming the state budget revenues. This is confirmed by the fact that it is a consumption tax, and its payer is the final consumer. VAT is the main tax of the shadow economy in connection with the imperfection of regulations and normative documents.

There are a significant number of scientific approaches to the interpretation of the economic essence of the financial potential of VAT. Among all taxes, VAT is the leader in the number of changes that are made to legislative acts that determine the procedure for its application. The state fiscal bodies implementing the state policy in the taxation sphere have a set of methodical approaches to forecasting the revenues of the value added tax, according to which the forecasted VAT revenues are calculated in the process of forming the draft of the state budget.

The practice of VAT functioning testifies that its influence on the activity of business entities manifests itself in two directions. According to the first – through the formation of prices for products (goods), works, and services, where VAT is included in their price. The second direction of the VAT is also connected to the immobilization of money to pay this tax. VAT payers are a large number of entities, in which immobilization of means for payment of VAT is formed. Such an immobilization adversely affects financial results. Accordingly, the study of the reasons and

timing of immobilization of funds in connection with the payment of VAT will positively affect the economic activities of entities. In order to improve the management of VAT payments and reduce the tax debt, as well as the immobilization of funds from business entities, it is necessary to improve tax planning at the macro level. It can be implemented by a compilation of budget for VAT.

The value added tax is the most budgetary tax in our country. In particular, its annual volume has exceeded the income from income tax of the organizations. It indicates that the most part of a tax burden is the share of shoulders of simple citizens but not of the enterprises.

It is expedient to analyse internal tax system in the context of its comparison with the developed and more developed tax systems of foreign countries. At the same time, we note that each country because of certain circumstances (a geographical location, the level of development, traditions, mentality) chooses an own way of development of tax system, which in the best way corresponds to its characteristics.

Summing up the results of the internal practice of administration of a value added tax, it is necessary to point out its high fiscal efficiency. The wide tax base includes not only goods but also works and services, promotes a significant increase in the state revenues of this tax. Withdrawal of a tax at all stages of the movement of goods promotes

uniform distribution of a tax burden among all subjects of business activity. Universal, i.e. the only ones, rates facilitate both a cal-

culuation of a tax directly for payers and control of the public tax authorities for the adherence to payment discipline.

THE IMPACT OF DECENTRALIZATION REFORM ON THE FINANCIAL VIABILITY OF LOCAL BUDGETS

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The article analyses the process of decentralization of public administration, the redistribution of powers between branches of government, changes in the relationship between citizens and government. Outlined basic principles for the implementation of decentralization in Ukraine. We analysed the results of decentralization for 3 years in the context of revenue and expenditure of local budgets, to study the structure of the consolidated territorial communities in the country. The issue of decentralization came to the fore in a crisis period of development of Ukrainian statehood because this process is one of the basic conditions for independent and effective activities of local authorities.

To date, the economic and political situation in Ukraine is in a difficult position. One of the reasons for this situation is the inefficiency of the current administrative system of the state administration and administrative-territorial device. The country needs

significant reforms that should be aimed at creating an open political system and the development of civil society, and increase the welfare of every individual citizen.

Decentralization was one of the priority reforms in the country. Its goal is to make a strong community and give people the opportunity to control the authorities. And, it seemed that the local elections would need to increase the interest in these issues because these elections were after the last presidential and parliamentary, which would have completed a “reboot” of the authorities at all levels.

The government aims to create a system where existing financial resource needs to work effectively for the Ukrainian citizens. Therefore, under fiscal decentralization, not only revenue needs to grow but also obligations, in which local communities must act in the interests of local residents. The principle laid down in the budget 2017.

TRENDS AND PROSPECTS OF DEVELOPMENT OF INSURANCE MARKET OF UKRAINE

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The market for insurance services is one of the most necessary elements of the market infrastructure, closely related to the market for producer market, consumer goods market, capital and securities market, labour and workforce market. In developed countries, insurance has the widest scope and secure entrepreneurs from unfavourable consequences of different technogenic accidents, financial risks, criminogenic factors, natural and other disasters.

It is determined that insurance activity belongs to the most profitable types of the world business.

Activities of each subject of market relations are associated with risk, which shall be prevented, reduced, and funded, which is a major focus of interest of the market for insurance services that through insurance companies by means of using special mechanisms provides a process of continuous social reproduction.

Positive factors identified in the process of research include a stable growth of volumes of authorized capital and assets, which is a prerequisite for a stable operation and devel-

opment of insurance market. The presence of required and sufficient authorized capital improves financial capacity of performing insurance liabilities, guarantees creditworthiness, and creates a financial basis for the further development of an insurance company.

Despite high rates of growth of quantitative indicators, institutional and functional characteristics of insurance market of Ukraine generally do not correspond to real needs of the economy and trends of global insurance markets, which cause its considerable lag in the global process of formation of the global financial system.

Insufficient amount of liquid financial instruments for conducting an effective investment policy remains an important issue for insurance companies.

From 2016 onwards, new requirements concerning the implementation of updated systems of financial reporting by insurers, severization of requirements to creditworthiness, creation of more detailed actuarial models, etc. came into force. In this connection, the most of the insurance companies expect considerable changes.

DOUBLE TAXATION, ITS ESSENCE, AND METHODS OF ELIMINATION

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In the modern condition, taxation system of Ukraine is similar by its composition to taxation systems of developed European countries; however, it did not become a tool for increasing competitiveness of the country and is characterized by a significant shadow turnover.

Division of taxpayers into residents and non-residents requires a certain system of revenue accounting and corresponding system of charge of taxes. Thus, in each country, there arises an issue of revenue accounting of citizens that are obtained both in the territory of a certain state and outside its territory.

Legislations of countries of the world have certain features of taxation of income of citizens and differ by the level of development and tax burden that leads to international double taxation. Imperfectness of the national taxation mechanism causes double taxation within the country.

Double taxation appears in the process of imposition of the same or analogous tax on

one object of taxation of a single taxpayer for one and the same space of time.

In most cases, a problem of elimination of double taxation is solved by adoption of international agreements.

In terms of the modern economy, there are two main methods of elimination of double taxation:

1) one-sided measures, envisaged by the national tax legislation, applied by the government of this country without a coordination with other countries;

2) many-sided measures realized with the help of international agreements and conventions on avoiding double taxation.

Thus, one-sided elimination of double taxation is optimal, as well as one of the simplest methods of regulation, as it does not require protracted negotiates between countries, making undesired concessions, which obligatory appear when concluding international agreements.

FEATURES OF DEVELOPMENT AND MODERN STATE OF THE BANKING SYSTEM OF UKRAINE IN THE CONTEXT OF PUBLIC MONETARY POLICY

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For the development of economy of every country, an important value has the presence and quality composition of sources of loan resources; undoubtedly, one of the basic sources of such resources is the banking system that is why the analysis of its state is important for the realization of possibility of enterprises to carry out the operating and investment activity. The state of the banking system to some extent testifies to the development of the economy, the presence in it of corresponding financial resources for providing the continued and extended recreation, that is why its research is relevant and allows defining the future reference-points of the development of the whole macroeconomic system.

A research of the banking system is based on the analysis of its quantitative and quality indexes, undoubtedly basic are quality indexes that certify its possibility to provide the loan necessities of the economy, however, the research of quantitative indexes gives an opportunity to form the idea about a credit market and tendency condition inherent to its that, in turn, as a consequence in the future, gives an opportunity to identify as advantages and threats so their corresponding neutralization or use. Important to the research of the banking system are changes of the last years and an increase

of the role of the state capital in a bank sector, especially after the nationalization of KB "PrivatBank".

The data indicated in the article testify that through the processes of nationalization in the bank sector, the state concentrated a considerable part "in its hands", six financial-credit establishments in general with more than half from all total as assets so obligations. None of the banking systems of the European Union countries, in accordance with the standards that we aim to build as our economic model, have such a considerable size of the state bank capital, it conflicts with logic and experience of liberalization of the economy and is a rather force measure that carries brief character that is the question: What does to do with these banks during stabilization the economy and the renewal of its, the outlines of which are already noticeable? In our opinion, there are few further steps of privatizing of a part of the state banks: The union of all national banks (except PAT "Ukreximbank" and PAT "Oshchadbank") in one bank and its privatizing must become the result of that; the sale of the nationalized bank by parts; formation on the basis of the nationalized two banks – bad (called as bad bank) for the concentration of "toxic" assets and reorganization for the increase of liquidity and more effective privatizing.

DEVELOPMENT OF FINANCIAL TECHNOLOGIES: THREATS AND OPPORTUNITIES FOR BANKS

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In the article, financial technologies' development is considered as the defining feature of the banking environment. Investments in creating FinTech companies by region and activity areas are analysed. The specificity of financial technologies in Ukraine is defined. FinTech development in global banking is a critical threat for Ukrainian bank's competitiveness.

The necessity and possible directions of the cooperation between FinTech firms and traditional banks are substantiated in the article. Each of the participants, banks and FinTech companies, have their advantages and disadvantages in the competition. Banks have more experience and proven infrastructure, specific financial knowledge, risk assessment and management, governance and compliance with local regulations and requirements. Banks also have a greater operational capacity and the means to succeed. Instead, new and smaller-scale activities Fintech-firms are more flexible, more quickly introduce new technologies, best adapted in the implementation of innovation. However, banks accumulated knowledge,

experience, and loyal customer base that are tremendous value for FinTech-projects. In fact, customers cannot entrust money or their digital data to the unknown brand but continue to trust traditional banking security. Therefore, we believe that banks should build partnership relations with FinTech firms to maintain the competitiveness and market share. This partnership will create a number of benefits for traditional banks, as well as for Fintech-firms. First, banks will provide the freedom to experiment because FinTech act in an environment, which is free from infrastructure and cultural constraints. Secondly, the traditional banks can help FinTech companies to expand their business by providing the financial infrastructure, capital, and access to their vast customer base. Thirdly, FinTech firms can offer to banks innovative technology to improve customer relationships, reduce costs, and improve cyber security. Finally, the cooperation will help traditional banks and FinTech companies to focus on their competence and make a significant contribution to the industry to achieve the mutual synergistic effect.

RELEVANT PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF LIFE INSURANCE IN UKRAINE

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In conditions of the socially oriented economy where the most effective and potential production factor is a human capital, and the main purpose of the economy is a full development of human society, an issue of protection of human health and life, maintaining normal living conditions is becoming increasingly important. Unfortunately, in Ukraine, the social component of economic development is neglected that leads to a decline in living standards and economic slowdown. As an effective solution to this problem can become a complete system of life insurance that will protect the person or family from economic destabilization due to the death of insured and form a basis for the full life of each person in a case of survival due to age in the insurance contract. However, to achieve maximum efficiency from the sale of an insurance product, it is necessary to complete its study, to identify measures for the distribution of life insurance to citizens.

In the article, the authors explored the nature of life insurance; identified basic elements that form a structure of this insurance product; established an urgency and necessity of life insurance in Ukraine; researched practical aspects of this insurance product in the domestic insurance sector; analysed the main problems and factors that hinder devel-

opment of this area of insurance; gave recommendations for improving the efficiency of life insurance in Ukraine; conducted forecasting of major trends of the development of this sector in a short and medium term.

Summing up, it should be noted that life insurance is an integral part of personal insurance and insurance system as a whole. In the modern practice, economists use a comprehensive approach to this type of insurance, which, except the death of the insured person, also takes into account a wide range of insurance, cover cases such as injury, partial or complete disability insurance to children of the marriage. Unfortunately, at this moment, life insurance market in Ukraine is insufficiently developed and requires significant transformations.

In general, we can say that Ukrainian life insurance market system is affected by destabilizing factors that have a direct and indirect impact on this sector. We think that the state should play a leading role in stabilizing the situation in life insurance field, using various instruments to stimulate and control. Using measures proposed in the article will minimize an impact of negative factors on the life insurance market in Ukraine and create conditions for a revival of activity in this direction in a short and long term.

PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF UKRAINIAN BANKS' REFINANCING

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Refinancing is one of the main instruments of monetary policy of the NBU, in the broad sense, is providing funds to banks that are currently in need. This mechanism has some problems such as imperfect legal framework; no mechanism of control over the targeted use of funds; lack of transparency of bank accounts; withdrawal of funds through offshore channels and shifting responsibility to the Deposit Insurance Fund, their use for the speculation in the foreign exchange interbank market.

Refinancing is not a function of the NBU, as a necessary measure in a crisis to support liquidity, which is why in all other cases, refinancing leads to negative consequences. It is necessary to amend the legislation and to transfer authority to refinance the state structure that would exist at the level of the National Bank, to ensure active cooperation with the departments responsible for implementing the indicative regulation as such. You must create a special analytical and revision office at the Deposit Insurance Fund that would work with problem banks.

The highest executive body of the Bureau may be the Executive Board, which determines whether or not to provide funds to refinance one or another. The final and ultimate result of this Council can be regarded as a decision on funding a banking institution: to leave it self-financed or provide a certain amount of money for the purpose of the capital increase. If the bank, in accordance with the decision of the Executive Board, is considered as problematic and insolvent, the case is further transferred to the NBU.

This model has 3 regular subjects: NBU, Analytical Audit Office and banks, and the fourth, temporary, can be curative resources – at the time of the introduction of the bank temporary administration and declaring it insolvent.

The next stage of improving the mechanism a refinancing – expand the list of non-marketable assets that can serve as collateral for refinancing NBU and the establishment of adequate risk management system designed to minimize the risks when refinancing banks.

THE CONCEPT OF THE PUBLIC-PRIVATE VENTURE FUND

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In the most developed countries, the limited resources of the state and private partners are united in public-private finance institutes (venture capital funds) for the development of priority sectors of the economy. The purpose of the article is to develop a concept of state support for venture financing in Ukraine on the basis of the public-private partnership and to build a model of the public-private venture capital fund.

The mission of "Agricultural" public-private venture fund is to financing projects of the agricultural sector by involving the state capital and private investors on an equal basis. Fund management should be passed an independent asset management company that was formed with experienced managers of venture sector. In our understanding, the role of government is to support the comprehensive development of venture business through providing an access to public information and promotion of a specific type of financing. We propose to finance projects according to four main development stages: startup period, a period of development, a period of expansion and period of maturity.

The impact of many factors on productive change is described by the ordinary linear function:

$$y = a_0 + a_1x_1 + a_2x_2 + \dots + a_nx_n + u \quad (1)$$

Altering the formula 1 for calculating the future value of an investment venture fund "Agricultural" gets a linear equation:

$$FV = a_0FV_{CT} + a_1FV_P + a_2FV_E + a_3FV_E$$

where FV – future value of cash flows from investments in venture projects; FV_C , FV_P , FV_E , FV_3 – the future value of cash flows under startup, development, expansion, and growth; a_0 , a_1 , a_2 , a_3 – the percentage of projects that have achieved the planned IRR.

As a result of research, we determined the theoretical, technical, and financial component of the model, the result of which should be to create "Agrarian" public-private venture fund. Note that the mathematical model implementation indicates the fund as a result of revenue by 7.6% higher than the income from bank deposits for the relevant period. Therefore, we consider that the basic mathematical model can be used in a more detailed analysis and data revision.

PROBLEMS OF FORMATION OF FINANCIAL RESOURCES OF ENTERPRISES

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The critical state of many domestic enterprises problems is caused by the presence of both the macro and micro levels.

Financial resources as sources of the assets shown in the balance sheet liabilities and assets, including cash – the credit balance. Sources of funds business are a part of the financial potential for the formation of funds and determination the direction and amount of their income. The main sources of financial resources of enterprises are their own and borrowed funds.

Effective management of the formation and use of financial resources will provide abundant growth of shareholders (owners) of the enterprise as a fundamental purpose of financial management, manifested in the growth of value.

Also, the formation of financial resources should take into account a large number of both internal and external factors affecting its operation. Any company depends on the relationship with its partners, demand for

products, trends in the industry, the economy, and other independent businesses directly from the factors. In addition, internal factors, which include the state of fixed assets and the level of mechanization, limited production capacity, the skill level of employees and others, will require a consideration of certain features in the formation of value and structure of financial resources.

A thorough understanding of the mechanism of formation of financial resources provides an analytical approach to that of the capital structure in terms of the price that must pay the company for its involvement and use. The indicated price is expressed in the payment of dividends in the formation of the authorized capital; in the market value of the property contributed to the authorized capital of the company; percentage provided the use of bank credit. Even profit comes at a price since, in the absence of the development, a company would need to raise funds by issuing shares.

PECULIARITIES OF ACTIVITIES OF MODERN BANKS OF UKRAINE IN THE CURRENCY MARKET

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The main subjects of the national currency market are banking institutions. Banks perform a large number of operations with currency values. Therefore, banks are more vulnerable to external and internal changes in the currency markets.

In such circumstances, very relevant is the development of theoretical propositions concerning the activities of banks in the foreign exchange market. Banks are affected by globalization, the cyclical nature of economic development, financial innovation. It is, therefore, important to improve the management of currency risks of banks.

An analysis of scientific papers shows that the theoretical approaches are underdeveloped.

The article is to study theoretical approaches to defining activities of modern banks in the foreign exchange market. Therefore, it is necessary to clarify the nature of the currency market, the functions of banks, and features of currency transactions.

Foreign exchange market – a complex multi-level system of economic relations that

is characterized by many features, elements, hierarchical structure.

Banks contribute to the foreign exchange market, perform their specific functions. We offer the following classification of functions: mediation, transformation, and regulatory and control.

The concept of activities of the bank in the currency market comprises:

1. Actions of bank staff. These actions are aimed at efficient operations with currency values for profit actions, must take into account the interests and requirements of partners and regulators.

2. It is business processes that provide operations with currency values.

We present the structural and functional scheme of activities of the bank in the foreign exchange market. This circuit consists of characteristic features of foreign exchange transactions, financial results, business processes, and risks. This approach facilitates the effective regulation of currency risks of the bank.

DEPOSIT ACTIVITY OF BANKS IN THE ASPECT OF FORMING THEIR RESOURCE BASE

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Deposit activity of banking institutions is primarily aimed at ensuring a stable resource base and protecting the interests of depositors and creditors. Therefore, in order to maintain their own liquidity and competitiveness, banks are forced to offer new deposit products, improve deposit activity, and use various financial instruments in order to expand their activities.

The main factors affecting the attraction of depositary bank resources are the early withdrawal of funds from the account, changing economic and political situations, the change rate policy of the central bank, normal reserves of bank resources, a stable customer base, military operations in the East, the image of a banking institution market, and the effectiveness of marketing policy of the bank's competitive range of services provided to customers in the service of current and deposit accounts.

Analysis of the deposit portfolio of the banking system of Ukraine showed that the outflow of deposits in national currency

for 2014 and 2015 amounted to 66 billion hryvnias, in foreign currency (17 billion US dollars). Market retail deposits decreased due to the mistrust of the population of banks, and the amount of the deposit market entities was increased by the increase of cash flow. Interest rates on deposits in recent years have declined. When considering the structure of deposits, it is determined that the banking system of Ukraine raised funds for a short period; mainly under 1 year and on demand.

This analysis revealed the problem areas in the implementation of the deposit of the banking system of Ukraine and the ways of its improvement. In particular, it is necessary to expand the product line with new bank deposit accounts, which have various modes of operation. In this case, it is necessary to refrain from using pricing methods to attract customers, replacing them with offers such as free additional service and a greater number of services at the same price.

LIQUIDITY OF THE BANK AND THE BANKING SYSTEM AS AN INDICATOR OF THE EFFECTIVENESS OF THE BANK AND ITS IMPACT ON THE PROFITABILITY OF COMMERCIAL BANKS

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Liquidity is always one part from a number of indicators, which are obligatory even in the superficial analysis of any enterprise, including a bank. Therefore, most of the scientists who researched a banking system and/or separate bank also studied liquidity of commercial bank, factors that influence it, results from its change, and methods of its regulation. However, not often scientists compare liquidity to indicators of efficiency of activity, though it is constantly noted that liquidity and profitability in the management of commercial banks are mutually exclusive concepts. Thus in the article, indicators of liquidity of a banking system, group of banks with the foreign capital and concrete bank are analysed for the purpose of identification of problems of regulation of liquidity and ways to increase the efficiency of activities of the bank through a change of its liquidity level.

Today, most banks work in a condition of a constant stress and risks. On the one hand, they have to receive enough the income completely to cover expenses and to satisfy interests of other participants of the

market of banking services: clients, state, other banks, investors, owners, and so forth. And for the purpose of receiving profit, it is forced to use most actively all free money at the order. However, it also means that in the case of unpredictable circumstances, it will not be able to answer at the same time the majority of obligations. And by means of liquidity indicators, the state, commercial bank and each client can analyse how banking institution is reliable, whether its activity is effective, and what needs changes.

To improve the current financial state, changes have to occur at the macrolevel through the change of the legislation, revision of standards of liquidity and adjustment of security systems of a banking system against aggressive factors. But at the microlevel – reorganization of the internal system of indicators and methods of regulation on liquidity, reconsider the structure of balance indicators, the formation of a more reliable system of regulation of various bank risks, which influence liquidity and financial condition of the commercial bank.

INTER-BUDGETARY TRANSFERS IN THE FINANCIAL EQUALIZATION OF ADMINISTRATIVE-TERRITORIAL UNITS

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One of the important tasks of local budgets now is to ensure a balanced socio-economic development and the formation of intergovernmental relations in order to improve the financial self-sufficiency by strengthening fiscal decentralization. The mechanism of intergovernmental relations plays a key role in the socio-economic development. It defines the proportion of distribution and redistribution of financial resources among levels of government and should be focused on providing stability and balance of local budgets. Hence the importance in terms of economic instability becomes a necessity to introduce a new mechanism of budgetary regulation and streamlining the existing structure of intergovernmental transfers.

The article specifies the features of the functioning of the system of inter-budgetary transfers as an instrument of budget regulation of economic development. The dynamics of the main inter-budgetary transfers in Ukraine is analysed and their share in the revenues of local budgets is determined. The trends and problems that have devel-

oped in the formation of local budgets after the reform of intergovernmental fiscal relations are analysed and ways of overcoming them are determined.

The analysis indicates that the state and regional budget policy through transfers today reduced to align the socio-economic development. At the present stage of a dynamic process of decentralization of local government, through the local budget revenues are growing rapidly, which positively affects the state budget. Thus, the share of inter-budgetary transfers in the local budget revenues decreases, which means:

- sustainable economic growth in the regions through an optimal use of fiscal capacity;
- the increase in quality of life, social protection, and a high level of budget support for local communities;
- strengthening the administrative and territorial integrity;
- increasing political accountability and transparency of management decisions;
- the effectiveness of the functioning of the local government.

INFORMATION PROVISION FOR THE INSURANCE MANAGEMENT

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The purpose of the article is to reveal features of information support for the management of the insurer's activities and determine directions for the optimization of information support for the system of insurance management.

The article is devoted to revealing the essence of information support in the system of management of insurance activity. It is noted that the efficiency of the management system of activities of an insurance company considerably depends on the organization of the collection, processing, distribution of information for the purpose of providing a process of making efficient decisions by the insurer. The study of views of scholars on information allowed the authors to conclude that information of the field of insurance can be divided into several components, namely: facts, estimations, forecasts, generalized relations, and confidential information.

For the purpose of a detailed study of the essence of information support for insurance management, there is determined a specifics of the process of information preparation to be used in the system of insurance management and basic requirements to the quality of information used in the process of insurance management. A classification of the main information sources for the purposes of management into internal informa-

tion systems and external information systems is given.

Having analysed the main provisions on the presence of external information sources and sources peculiar to a certain internal environment of the insurance company, the authors proposed a model of interaction of the insurer and information environment in the process of management of insurance activity.

In the modern conditions of economic instability, insufficiently developed systems of information support for the insurance management limit the efficacy of this process and allow using efficiently various information sources when making important managerial decisions by the insurer. For this very reason, to solve this problem, the authors substantiated theoretical developments on information support for the system of insurance management, namely, they proposed a typical algorithm of information support for the system of insurance management.

It is noted that modern information support for the insurance management also has to include a forecasting component. Forecasts shall be count as strategic information that underlies effective insurance management. Given this, there are generalized and elaborated the main tasks of forecasting in the system of insurance management.

PERSONAL CAPITAL AND ITS FORMATION INSTRUMENTS

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This article explores the essence of personal capital and its classification at the point of view of the purposes of managing personal income and spending. Goals of management of personal incomes and expenditures are divided into short-, medium-, and long-term depending on the time, for which they are developed. On the basis of the study, it is concluded that personal capital consists of an everyday capital, a reserve capital, and an investment capital. In relation to each of these types, tools are offered.

The everyday capital's instruments must have features of a safety and liquidity. The reserve capital must have features of reliability and the investment capital must have features of an income.

The personal capital's formation tools are divided into risk and risk-free instruments.

The risk-free instruments are those, which incomes are known in the future and the risk instruments are those, which incomes in the future are unknown.

The risk-free instruments, deposits, and bonds, as the criteria of safety and liquidity, should be used as the tools for the everyday capital and the reserve capital.

The risk instruments, the stocks, mutual funds, and asset management as the criteria of the income should be used as the tools for investment capital.

Individual savings and an investment during the period of employment activity are considered as a source of increasing welfare of the people of Ukraine. The combination of the risk-free and the risky assets in the management of personal capital raises prospects for the future research in this field of the financial science.

FINANCIAL MECHANISM OF FOREIGN CORPORATIONS IN THE CONTEXT OF GLOBALIZATION

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It is hard to imagine the process of globalization of the world economy without affecting the process of such entities as international market corporations that operate in multiple markets of different countries and blur the boundaries of national economies.

However, successful operation of any company, including corporations, largely depends on the efficiency of financial activities. The need to study the effectiveness of the financial system of foreign corporations is caused by the fact that in the period of globalization, the role of global giants is growing, corporate activities significantly affect the economic situation of the most world economies, and one of the most important components of the entire global financial system is corporations' finance. The efficiency of TNC influences the rates of intensification of investment flows and financial resources, the growth of national economies, their technical and technological innovation and attraction of the world economic space.

Therefore, the questions discovering factors improving the efficiency of financial activities of foreign corporations in the context of globalization of the world economy and the formation of a financial management strategy of the company are so important.

At the present stage of the globalization of the world economy, corporations are the

main economic agents of the national and global market economy. Their outstanding representatives are transnational corporations (TNCs), which has more than 82.000 and with more than 810.000 affiliated institutions around the world, providing employment for more than 77 million people. Looking through the influence of corporations and their activity in the innovation process, starting from the second half of the twentieth century, much attention is paid to the effective development and management of corporate finance.

Finance of foreign corporations represents a system of monetary relations arising in the course of economic activity and necessary for the formation and use of capital, income, and cash assets. The emphasis in modern finance foreign corporations is on the search for ways of efficient use of resources and investing in assets or projects that bring high returns for the least risk.

At the present stage of globalization, most attention is paid to:

- identifying effective relationships between the financing business with the sale of loans and securities;
- conducting optimum dividend policy and long-term planning;
- use of new financial instruments.

MODERN DEVELOPMENT TRENDS IN THE BANK MARKETING

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In the article, features of the development of bank marketing in modern conditions are considered. Different ways of keeping customers and attracting new ones are analysed in this article.

In modern conditions, when the cost of services of various banks becomes approximately the same, the services offered are of standard form; other factors are of decisive importance. The question is how to attract new customers? It is necessary to conduct an effective assortment policy and expand the range of banking services.

In this article, the concept of "bank marketing" is considered as an activity that is aimed at bringing the banking business to life until it becomes available.

Thus, one of the key elements for informing the bank's customers and promoting services is advertising. This is an integral part of successful bank marketing. During the development of the strategy, it is necessary to perform a number of actions, which are specified in the article.

The author has studied the sequence of actions for creating a mechanism for the formation of bank advertising. This looks like this: 1. Studying strategic goals; 2. Definition of objects of influence; 3. Definition of the creative concept.

Analysing these data in the article, there is a transition to the study of methods. Some of them are the method of the pre-worked time, satisfaction of the needs and requests of the client, the method of forming the needs of the client.

As a conclusion, the author singled out the expansion of the market of banking services and other changes in the banking sector. This increases the efficiency of the bank and improves it. Therefore, one of the main factors for the successful development and prosperity of a modern bank is the introduction and active use of marketing tools in banking.

Also, do not forget that the main aim of any financial institution is to make a profit. Moreover, the main way to achieve this aim is to attract customers.

THE CONCEPT OF THE CASH FLOW OF ENTERPRISES

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Determined the necessity for a clear definition of the concept of cash flow. The opinions about the definition of the economic categories of native and foreign scientists are considered.

Cash flow describes the movement of capital, cash funds as cash and non-cash and turnover of certain financial instruments. Cash means cash, funds on bank accounts, and demand deposits. Cash equivalents are short-term, highly liquid investments that are freely convertible into certain amounts of cash and have a minor risk of changes in value. All the approaches to the interpretation characterize the significance of the cash flow for the operation of business entities, ensuring the growth of the value of the enterprise as an integral property complex in the long term and the prosperity of the owners of such a subject.

The concept of "cash flow of enterprise" is aggregated, including in its composition many kinds of these flows that serve economic activity.

In order to ensure efficient and purposeful management of cash flows, their classification is given. Cash flows are a multifaceted economic category, which includes its various types.

The classification allows doing more purposeful accounting, analysis, and planning of cash flows of various types at the enterprise.

Effective cash flow management allows the company to realize the strategic goals of its operations, ensure a high level of capital turnover, the rhythm of activity, increase the degree of financial balance and earn additional profit, and also contributes to the formation of additional investment resources for financial investments.

The main purpose of cash flow management is to ensure the financial balance of the enterprise in the process of its activity and development by balancing the volumes of receipt and expenditure of the company's cash. All the tasks of managing cash flows, which are set forth in the article, are closely related and only together can ensure the fulfillment of the set goal.

In the process of managing cash flows, the company is proposed to implement such functions, the implementation of which will allow achieving the assigned tasks of managing cash flows. An analysis of cash flow efficiency and prospects for their development allows justifying the types of cash management policies at the enterprise.

FORMULATION OF STRATEGIC OBJECTIVES AND STRATEGIC ALTERNATIVES IN THE BANK

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The article, based on situational approach, analysed the formulation of strategic objectives of the bank. Revealed that at the present stage of economic development of Ukraine's banking system, banks are changing, forcing banks to formulate reasonable and realistic strategic objectives. The article examines the stages of strategy development. This purpose must meet certain mandatory conditions (SMART-principle). Highlighted phases of the formation process of objectives tree at the bank.

In the article, the ways to achieve integrated strategic objectives of the bank are considered. Various components of the strategic objectives of the bank are distinguished. They include self-goals in the following areas: finance, marketing, business processes, and staff development. The article highlighted the tree of strategic objectives of the bank. The paper estimated the bank strategic alternatives that may contribute to Ukrainian banks to withstand negative factors functioning and contribute to their sustainable development.

Dedicated typical mistakes when developing strategic alternatives of the Bank, which include: fast and simplified approach; focus on the gradual improvement activities; nar-

row range of stakeholders, poor involvement of senior managers; results do not include SWOT-analysis and market research; not developed an innovative alternatives, alternatives of updates of products, services, and business processes.

This paper describes the problems of Ukrainian banks in strategic choice. Considered non-economic criteria for the selection of strategic alternatives, which include: the ability of strategic alternatives provide a competitive advantage and its stability; perspective, the likelihood of successful implementation; implementation (in terms of various resources – personnel, automation, finance); tightening the restrictions and assumptions; the degree of attractiveness of market policy (target market segments, customers), risk assessment and ways to reduce them.

In order to assess a particular strategic alternatives and choose the most rational one, it is necessary to apply the system of modelling of functioning of the bank as a commercial enterprise, simulating active, passive operation that evaluates the risks, taking into account the current system of mandatory NBU standards and requirements to reserves and liquidity.

DETERMINING THE IMPACT OF THE RESOURCE BASE ON THE BANKING PROFIT USING CORRELATION-REGRESSION ANALYSIS

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In the financial crisis, a special attention should be paid to the process of forming a stable funding base of banks because they affect the financial results of the bank. Computerization of society requires the use of more effective methods and models, which include a model of multiple correlation-regression analysis. Correlation-regression analysis is designed to assess the impact of factors on the financial performance of banks and determine the intensity (pulse) of their impact. In order to identify the degree of influence of the main components of the resource base of the bank on the net profit of the bank, there is built a mathematical model on the example of PJSC CB "Privat-Bank" as one that received the most damage on the results of 2016. The proposed

model takes into account four main factors of impact on the net profit of the bank (bank funds, term deposits customers, amounts due to customers on demand, debt securities issued by the bank). According to the analysis, it is determined that the proposed model is significant and adequate. Dependence of factors found in the analysis is quite logical, so the model can be recommended for the practical use. The model is built to determine that the greatest impact on the financial results of the bank is made by two factors – term of customer accounts and due to banks. Further studies are related to determining the effect of the structure of the resource base of banks on the financial result of the entire banking system of Ukraine.

PROBLEMS OF PROVIDING CURRENCY CONVERTIBILITY

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Convertibility is understood as an ability of the currency to exchange for currencies of other countries and international payment means.

Usually, the achievement and maintenance by the country convertibility of its national currency is an important, difficult economic problem associated with deep qualitative changes in the economy and in its economic relations with the outside world. Convertibility includes not only direct exchange of currency but also the conditions for this exchange and the ability of economic entities to perform these exchange operations.

In our opinion, convertibility is a freedom of some company or person to take part in foreign trade, the right to buy freely, sell or exchange domestic currency for foreign currencies for existing rates without restrictions or direct government intervention.

Free convertible currency is a currency that can exchange freely on other currencies, so that has external and internal convertibility.

The possibility of free import and export of currency to abroad is a necessary condition for the transition from limited currency convertibility to full convertibility.

Besides, we need to consider the modern state of Ukraine's currency market and the Ukrainian hryvnia convertibility features.

Of course, the hryvnia is not a freely convertible currency because is used only within our country and today there are a lot of problems which do not give hryvnia an opportunity to be among other foreign currencies.

One of those problems is instability of the hryvnia relative to major foreign currencies such as the euro and the US dollar.

If we follow four major conditions, convertibility gives positive results, such as:

1. real exchange rate;
2. sufficient level of international liquidity;
3. "healthy" macroeconomic policy;
4. economic system that will create a free possibility to respond to price changes and eliminate disparities.

ESTIMATION OF TERMS OF PROVIDING AND STATE OF FINANCIAL EQUILIBRIUM OF THE AGRICULTURAL ENTERPRISE

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In the article, various methodical approaches to an assessment of terms of providing and a condition of financial balance of an economic entity are considered. The author pays attention to the need of carrying out a comprehensive and complex assessment of terms and a condition of financial balance for the acceptance of necessary and right management decisions. The author carried out the theoretical overview of the existing techniques of an assessment of terms and a condition of financial balance of entities.

A practical application of techniques of an assessment of terms and condition of financial balance on the example of an agricultural enterprise is carried out. The assessment of conditions of ensuring a financial balance of the agricultural enterprise is carried out on the basis of the use of “the golden rule of financing”, “the golden rule of economic

development of the entity”, a basic model on the basis of balancing the entering and leaving cash flows. The type of financial balance of the agricultural enterprise on the basis of modelling of a situation of financial balance is determined by a technique of professor L.A. Kostyrko.

Results of the conducted research are specified as the availability of conditions for ensuring financial balance and formation of the relative level of financial balance of the agricultural enterprise.

The author of the article considers that the offered complex assessment of terms and conditions of financial balance will be the most reliable and objective. Results of the assessment can be useful in the case of financial planning and forecasting, in the case of decision-making in the course of financial management.

REFINANCING OF BANKS IN CONDITIONS OF FINANCIAL INSTABILITY

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Features of external situation where the banking system functions require from the National Bank of Ukraine to make weighted decisions in order to achieve the main goal assigned to it as the central bank, namely, to promote the stability of the Ukrainian monetary unit and financial stability, including the stability of the banking system.

Refinancing operations occupy the current place in the system of monetary policy instruments of the NBU, and their use is subject to the general objectives and tasks of monetary policy. The above makes it necessary to determine the effectiveness of using NBU refinancing operations through an analysis of quantitative and qualitative indicators of the achievement of the purpose of the monetary policy of the central bank, which should include: ensuring sustainable development of banking business, the ability of the latter to withstand banking crises, ensuring the liquidity of the banking system, its stability and trust to it by preventing systemic risk.

The article studies the theoretical basis of refinancing operations of the National Bank of Ukraine, analyses the dynamics of refinancing operations volumes in the period of 2013–2016. The study of the dynamics and structure of refinancing of domestic banks in the conditions of the financial crisis has led to the conclusion that during the 2014–2016 years the refinancing policy implemented by the NBU was aimed at keeping the banking system from financial collapse. At the same time, it was at this stage where it became clear that refinancing loans were used ineffectively because they were concentrated in the portfolios of banks that were insolvent.

With changes in the environment, emphasis and priorities in the goals and objectives of monetary policy should be shifted. The next step is to introduce a set of measures aimed at revitalizing economic processes and stimulating lending activity of banks, including by improving the mechanism for supporting bank liquidity on the basis of refinancing operations.

FACTORS OF INFLUENCE ON THE STATE DEBT OF UKRAINE

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The modern economic situation in Ukraine shows that one of the important factors that greatly hamper the development of the country is the excessive growth of debt burden, raising funds on partially favourable conditions side by side with its ineffective and improper usage. Only effective debt policy can increase the debt security, reduce the deficit of the state budget of Ukraine, and promote the economic strength of the country.

The efficiency of the functioning of the system of debt management depends on a variety of factors, which make an influence on the current and strategic tasks and allows doing effective measures in time. Specifically, the main factors, which influence the debt, include: fundamental; local; random; internal and external.

According to the Program on Public Debt Management in 2017, total payments on public debt to be carried out in 2017 by the state

budget estimated at 240 897.4 million UAH, 70.0% of which or 168 698.6 million UAH – payments on domestic debt and 30.0% or 72 198.8 UAH – foreign debt payments.

According to preliminary calculations, the total amount of public debt already exceeds 100% of GDP and, analysed for two years (2014–2015), the tendency to increase the overall size of the debt in the hryvnia equivalent is observed. One of the main provisions of the agreements between the IMF and Ukrainian government is to reduce the ratio of the public debt of Ukraine to the level of 70% of GDP in 2020.

The results of the research indicate the complexity of the public debt management and the necessity to ensure its efficiency. It demands the consideration of a variety of factors of influence, quality accounting, control, and constant monitoring of the structure and dynamics of public debt.

ACCOUNTING, ANALYSIS AND AUDIT

ACCOUNTANT'S PROFESSIONAL ETHICS IN THE CONTEXT OF ACCOUNTING REFORM IN UKRAINE

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The article deals with issues related to the implementation and compliance with the standards of accountant's professional ethics in Ukraine in the context of accounting reform in accordance with the standards of International Financial Reporting Standards and world experience.

The characteristic feature of any profession is taking over public responsibility for the consequences of this professional activity, which can be secured by the adoption of the professional ethic code. The International Accountant Federation (IAF) offered the Code of Ethics for professional accountants as the basis of ethic requirements to accountants in every country.

Such a structure of the Code of Ethics for professional accountants is characteristic for many countries, which professional

organizations are members of IAF. However, there are countries that build their ethic requirements based on the mentality and national peculiarities. Ukraine refers to the first group, with the translated version of the Code of Ethics of IAF adopted by the Federation of Professional Accountants, though, in our opinion, such a situation does not completely conform to the current requirements since some specific features of our economic system require precision.

Thus, the broadening of the spheres of activity and responsibility of accounting and auditing specialists involves the necessity to bring in changes to the normative legal basis of accounting, which will help implement the international accounting standards in the realities of the Ukrainian life.

COMPONENTS OF THE ESSENCE OF THE CATEGORY “QUALITY” IN AUDITING

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In the article, it is investigated the question about the adequacy of current characteristics of the term of “quality” in auditing for the understanding of the essence of this category, first of all, for the goals of providing the quality control and developing its concrete instruments. There are analysed definitions of the term “quality” in different spheres of the social sciences and in auditing. It is found that in general, in the publications of the results of theoretical scientific researches, the quality in auditing is determined as a compliance of the process of audit and its result with established formal criteria. And on this basis, there is identified the weakness of investigation of the behavioural component of the quality of auditing in the scientific papers. In this regard, there is

found that even complete formal completion of these criteria and requirements is not a final guarantee of recognition of the audit as a fully qualitative. As a result of the research, there is formed the suggestion to divide the category “quality” in auditing into formalistic and behavioural components with making orienteers for developing the behavioural component. In this dividing, the verification of the formalistic component of the quality of the audit is conducted by using the current regulations of the quality control of audit services. And the behavioural component of the quality control will be carried out in terms of the verification of qualification and increasing of the professional competence of auditors, including the features of these processes in different industries.

ORGANIZATION OF INCOME ACCOUNTING OF STATE-FUNDED INSTITUTIONS IN THE CONDITIONS OF LEGISLATIVE CHANGES

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The article explores theoretical and methodological provisions and practical recommendations about the organization of accounting of earnings in public institutions. The essence of the category of “earnings” of a public institution is revealed in accordance with the regulatory framework and scientific works. The problems of accounting of earnings of a budget organization as a result of legislative changes are covered. A comparative analysis of the regulatory and legal documents of accounting of earnings of budgetary institutions acting in Ukraine and regulatory framework for international practice is conducted. The ways to improve the organization of accounting of earnings of public institutions are suggested.

The need to modernize accounting of public institutions is determined by the following factors: vague legal definition of accounting practices in the public sector; keeping records of state and local budgets using the cash method, and in some cases using an accrual method; consolidation of reporting on budget execution simultaneously by the main funds and bodies of STSU, which led to the double loss of time and resources, etc.

To overcome the differences between the NPSAS 124 “Earnings” and IPSAS 23,

“Earnings from non-exchange transactions (taxes and transfers)” we consider it essential to develop NPSAS for earnings from the exchange and non-exchange transactions, which will facilitate harmonization of accounting revenues with international practice.

In addition to that, there are no initial documents of earnings, which make it impossible to conduct effective work of the accounting department in the budget organization. Transaction memos and analytical accounting cards are developed based on an outdated legal framework and the plan of accounts in the public sector – this requires to be definitely reconsidered in the process of modernization of budgetary accounting.

Analytical accounts proposed in the article will allow differentiating between various sources of earnings and simplifying the process of selecting the necessary information for internal use. Before the reforms, a separate account for each type of earnings was opened, which, in turn, simplified the process of reflecting economic operations on the accounts and enabled to group earnings with their sources. At present, these procedures cannot be made without the introduction of an appropriate analytical account.

INTERDEPENDENCE OF SUBJECT AND OBJECTS OF ACCOUNTING AND AUDIT

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The transformation of objects of accounting or new methods in accounting can lead to changes in the sciences, which is directly related to accounting.

The purpose of this article is to analyse the concepts of subject and object of accounting and auditing, study their development and the transformation, identify the relationships between them. The article provides a comparative analysis of the definitions of objects of accounting and audit by modern scientists and scientists of the previous period.

The study revealed that the subject of accounting in a broad sense is all that is associated with obtaining the necessary information about the entity, its business, and resources. In a narrow sense, the subject is a set of accounting procedures related to the identification, measurement, registration, collection, compilation, storage, and transmission of information on the economic activities of users to make decisions.

The current transformation processes in the economy lead to scientific interest in improving the foundations of science accounting. Scientists have made attempts

to develop new concepts that would be able to improve accounting in the theory and in practice.

In modern scientific works, aggregated objects are divided differently based on the specific needs of economic agents. The concept of liabilities is delimited by two fundamentally different categories of "equity" and "commitment", where ownership of individual liability is taken as the basis for separation, and the concept of profit is synthesized based on the concepts of "income" and "expenses". The concept of profit or liability as an object of accounting does not disappear but transform, taking only a more convenient form for modern needs of users of information provided in the financial statements.

The same items can be a subject to several sciences. The difference is that in the case these objects are viewed with their specific aspects that are inherent in this science. The presence of different scientific approaches to the treatment of the subject and object of accounting is a push to develop a deeper theoretical basis of accounting.

FORMATION OF TRANSFER PRICES AT TRADE ENTERPRISES

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Transfer prices in modern international trading are a widespread variant of pricing. Trading activity is one of the most widespread forms of business in Ukraine today. The article is dedicated to a problem of formation of transfer prices with the peculiarities of trade enterprises. Research of transfer price formation is necessary for the development of transfer pricing policy. The author pays attention to the term "transfer price", the main approaches to setting transfer prices, a range of determining transfer price, systematization methods of transfer pricing, the understanding of which is necessary for the formation of the accounting system.

The use of a method of forming transfer pricing also depends on the medium and long-term business strategy, the market conditions, and the financial condition of a company or group of companies. The author identifies three main approaches to the set-

ting of transfer prices in trade and in any other economic transaction: based on market prices, based on costs, through negotiation. Considered approaches are the foundation of methods of transfer pricing.

In addition, for this article, a special attention is given to international methods of managing transfer prices developed by the Organization for Economic Cooperation and Development (OECD). The author considers the following methods of transfer pricing: Comparable Uncontrolled Price (CUP), Resale Price Method (RPM), Cost Plus Method (CPM), Transactional Net Margin Method (TNMM), Profit Split Method (PSM), also provides a justification for the selection of an appropriate transfer pricing method. Trade enterprise may use any method, which it reasonably considers as the most acceptable. One method of transfer pricing cannot meet all needs of the enterprise.

ORGANIZATION OF ACCOUNTING OF HUMAN CAPITAL OF AGRICULTURAL ENTERPRISES

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The modern agricultural production and agrarian enterprises require the development of an appropriate methodology for organizing human capital accounting that will ensure proper formation of information on accumulation and productive use of human capital.

For today, a reflection of human capital in accounting is a debatable issue and practically unresolved both at the level of international accounting standards and the level of the national accounting methodology.

Specificity of human capital as an object of accounting requires the application of methods that would provide for its effective identification, registration, which would contribute to its effective management at the level of enterprises.

Accounting process consists of many blocks, which shall be concretized and presented in technological and structural aspects. A concretization of the technology of accounting of human capital depends on components of human capital and area of its application, set of operations, the technology of data processing and transforming into the system of indicators.

Agrarian enterprises belong to the sphere of material production where human capital with managerial inclinations and human capital with implementation skills are distinguished, i.e. these enter-

prises need human capital with different inclinations for the organization of accounting of which it is appropriate to develop bookkeeping nomenclatures, carriers of bookkeeping nomenclatures, movement of carriers, technology and maintenance of human capital accounting.

Accounting organization is carried out by three stages – primary, current, final. The first stage of accounting is a primary accounting. The most important object of the organization of primary accounting of human capital is bookkeeping nomenclatures, and during their formation, all qualitative and quantitative features of human capital shall be taken into account and listed. Current accounting as a part of accounting process causes a reflection of human capital in the system of analytical and synthetic accounts by means of grouping. Final accounting generalizes data in the statement.

The use of proposed approach that includes a systematized sequence of bookkeeping nomenclatures of primary and current accounting of agrarian enterprises' human capital developed on the basis of components of human capital will give a possibility to improve documenting business transactions on the formation of human capital and allow providing their reflection in the system of analytical and synthetic accounting and intercompany reporting.

ASSESSMENT OF FINANCIAL STABILITY OF PJSC “DNEPRAZOT”

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In the current volatile economic situation in the country, there is a need in perfect studies of the financial condition of the company, one of the main elements of which is the analysis of financial stability. Financial stability is one of the main conditions for the development of life, the foundation of a stable condition, and ensuring a high level of competitiveness of any enterprise.

Therefore, a very relevant issue is the definition of indicators that allow assessing the financial sustainability of the enterprise, which is among the ten leading enterprises of chemical and petrochemical industry of Ukraine – PJSC “DNEPRAZOT”.

Despite numerous studies, there is no established methodology for determining the financial stability of enterprises, although most of the existing methods of assessment of financial stability, it all comes down to the definition of absolute and relative indicators of sustainability.

The main goal of this work is that based on existing methods for determining the financial status of enterprises to make calculations for the assessment of financial stability of one of the largest enterprises of chemical industry of Ukraine – PJSC “DNEPRAZOT” and to investigate the changes of financial stability in the period of 2013–2015 years.

Financial stability (stability) is one of the most important characteristics of the financial condition of the company.

After these calculations, we can draw the following conclusions:

– at the end of the 2013–2015 years, the autonomy ratio of PJSC “DNEPRAZOT” has a low value, below the standard; values of the indicators of financial dependence and autonomy shows that the company has a high level of dependence on borrowed sources of financing;

– performance agility is within the standard value at the end of 2013 and 2015 year, so it has a satisfactory value;

– the values of indicators of current and long-term commitments indicate a high proportion of current liabilities, namely, the satisfactory structure of borrowed capital of PJSC “DNEPRAZOT”;

– PJSC “DNEPRAZOT” low level of sufficiency of own working capital at the end of 2013 and 2015 year own capital is insufficient to cover even the fixed assets at the end of the 2014 year;

– the values of indicators of financing and financial sustainability show a low financial sustainability of the enterprise during the analysed period.

It is advisable to consider the multi-level scheme of a covering of stocks and costs in order to determine the absolute indicators of financial stability. To the extent of coverage and cost, determine the availability of sources for their formation.

There are four types of financial stability: absolute stability of a financial condition, normal resistance, precarious financial condition, the crisis of the financial state.

After the analysis, it is found that PJSC “DNEPRAZOT” acute lack of working capital throughout the study period, and the lack of long-term sources of funding as at the end of the 2014–2015 years.

On the basis of the study, there is made an analysis of the financial sustainability of the chemical enterprise of PJSC “DNEPRAZOT”. During the research period of 2013–2015, the Company has low financial stability and high level of dependence on borrowed sources of funding. There is a low level of

sufficiency of own working capital at the end of 2013 and 2015 year, while at the end of the 2014 year, own capital is insufficient to cover even non-current assets. Despite this, PJSC “DNEPRAZOT” is a satisfactory structure of borrowed capital (a high proportion of current liabilities), increased manoeuvrability has a reasonable value and within the normal. Financial stability of PJSC “DNEPRAZOT” deteriorated from normal at the end of the 2013 year to unstable financial condition at the end of the 2014–2015 years.

THE MODERN APPROACH TO THE ORGANIZATION OF DEFERRED INCOME AND EXPENSES ACCOUNTING IN THE ANALYSIS OF THE FINANCIAL AND ECONOMIC ACTIVITY OF THE ENTERPRISE

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The article is devoted to the elaboration of theoretical questions regarding the modern approach of deferred income and expenses accounting in the analysis of financial and business activities of enterprises.

The relevance of this topic is determined primarily by the fact that deferred income and expenses have their own specifics of accounting that is not typical for the usual income and expenses. Legislation and accounting standards are fairly common and do not regulate this category as a separate economic system but as its component. Remains problematic an ambiguity of their composition, which is why the company, based on their arguments, decide the specifics of what should be attributed to the composition of income and expense in future periods. In order not to mess things up accounting errors in financial and economic activities, it is advisable to operate well get information on this category. While the deferred income and expenses serve as the economic lever for the company, which is capable in its rational use of adjusting the financial results of the company. Therefore, it is important to accurately assess fairly the composition and structure of deferred income and expenses for their wise use and management.

The article analysed the methodological organizational approaches of domestic and foreign scientists and regulatory framework of Ukraine to identify an alternative approach

to the study of the economic category. The essence of concepts of “deferred income” and “deferred expenses” are determined. It is found that the National Provision (Standard) of Accounting “Requirements for Financial Reporting” most successfully defines this category. The article reveals the structure of income and expense in future periods of financial and economic activities. In analysing the methodological sources of the study of data of income and expenses, there are synthesized existing proposals to improve their accounting in order to improve the financial performance of the reporting period. There is revealed information base of deferred income and expenses that in its composition includes primary documents, accounts, accounting records, financial and statistical reports, and so on.

Consequently, this topic is very relevant because of the ambiguous attitude of methodical and regulatory sources to its unique composition and structure. Therefore, for the enterprise, it is too difficult to organize a credible account of the categories of the economic data that could distort the financial results in the company. Therefore, we believe that the following research in this area should focus on streamlining accounting of deferred income and expenses, given the specificity of the different activities that contribute to the effective management of economic leverage in financial activity.

THEORETICAL AND METHODOLOGICAL ASPECTS OF THE REALIZATION OF THE CONCEPT OF MATERIALITY IN THE AUDIT

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This article explores the essence and purpose of the concept of materiality in planning and conducting internal and external audits. There are identified the essence and purpose of the concept of materiality in auditing. The auditor does not have to establish the authenticity of statements with absolute precision but he has to express a professional opinion as to its authenticity in all aspects that are essential. That is, the financial statements may contain distortion or mission of data, however, if they are not essential, auditor ignores them when forming the audit opinion about the reliability of the information. It is identified the causation of material misstatement of the decisions of users through an accurate perception of information. Features of realization of the concept of materiality in the external and internal audit are identified.

It is clarified that determining factor that must guide the auditor in determining materiality criteria to assess the reliability of financial statements is the needs and interests of users of financial statements. The content of the concepts of "materiality performance" "clearly a slight curvature" is investigated. The interdependence of audit risk and materiality is revealed. It is offered the algorithm of the performance of the concept of materiality in planning and implementation of internal audit. The algorithm includes a stage of coordination of quantitative feature of materiality with the owner (owners) of the enterprise. It allows taking into account the position of the customer on critical management decisions for the value of distortion of information about the object.

PROBLEMS OF ACCOUNTING OF THE REALIZATION OF FINISHED PRODUCTS AT THE ENTERPRISES OF HOUSEHOLD CHEMISTRY AND THE WAYS OF THEIR SOLUTION

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The article is devoted to problems of accounting of realization of finished products at enterprises of household chemistry. It is determined that accounting of a process of realization of production for any enterprise that produces household chemistry is one of the main ways to achieve economic efficiency of its activity. A list of measures to increase the level of reliability of information in original documents, as well as to increase the efficiency of preparation of these documents, is given. It is proposed to make full automation of accounting process at enterprises. It is recommended to continue managerial accounting while defining the nomenclature of costs and developing a methodology for calculating and estimating the balances of work in progress. Advantages of the introduction of microprocessor technology at enterprises of household chemistry are determined that will allow identifying a separate unit of output.

A special attention is paid to effective organization of accounting of logistic costs at enterprises. At the same time, logistic costs mean a set of costs for controlling the movement of material flows across the logistics system from suppliers of raw materials to the

final consumer. For the proper organization of accounting of logistic costs, it is proposed to determine the main accounting items for each enterprise. A complexity of determination of logistic costs is caused by the influence of factors of the internal and external environment. Their structure depends on the organization of price formation, features of profit distribution, and the structure of financial resources. Functions of the logistic chain are described that is a selection of a particular carrier or another organization.

It is recommended to divide costs into distribution related to bringing products to existing customers and marketing expenses incurred in relation to demand analysis and promotion and expansion of the producer's market share. Ways to solve a problem of accounting of finished products concerning payment for received products, work performed, and services provided are proposed. Recommendations for improving accounting of the process of realization of finished products via the Internet are developed. Recommendations for the formation of a single legislative and regulatory framework at enterprises of household chemistry are formed.

ACCOUNTING MODELLING OF THE EFFECTIVENESS OF IT COMPANIES USING DIFFERENT TAXATION SYSTEMS

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This article describes the scheme of interaction between the client and the contractor in the sphere of information technology. Trends indicate a loss of tax revenue in the country's IT sector. Mathematical modelling of each of the possible schemes is conducted and their impact on the revenues of the national budget is analysed.

Features of the taxation system in Ukraine are the same for all but only the IT sector uses and optimizes it fully.

Today a significant number of companies, in order to reduce tax risk, officially employ a part of the staff, and register another part as

entrepreneurs. Also, this cooperation can be realized by one of the following:

- direct contracting between employers and non-resident;
- the use of Ukrainian companies for the distribution of income;
- the company officially employs all staff;
- Combined scheme.

The growth of foreign cooperation in Ukraine can be noted. However, one should not forget that for all companies, the main purpose is to optimize costs to reduce the cost of the final product. The largest share of the cost is – worker's salary. In this regard, there is a need to minimize tax salary costs.

PLACE AND ANALYSIS OF LOCAL TAXES AND FEES TAKING INTO ACCOUNT THE PARTICULARITIES OF THE LEGAL AND REGULATORY FRAMEWORK

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This article focuses on the study of the fundamental changes in the legislative and regulatory framework and determines the theoretical foundations of the analysis of the local taxes and fees, their place in the economic life of the company and the country.

It is stated that the local governments – is the basis of the financial condition of local government, which is engaged in the financing of education, culture, public health, media and social welfare.

The basic concepts are:

- tax as an obligatory and unconditional payment to the appropriate budget, which is taken from the taxpayers.
- tax (payment, contribution) as a compulsory payment to the appropriate budget, which is taken from the taxpayers for getting a special benefit from them.

Local taxes include a property tax and a single tax, which, in its turn, are divided into land tax, vehicle tax, and the tax on the real property other than land.

Local charges include tourist fee and the fee for parking vehicles.

Local taxes and fees are an important source of income of the local budgets that affect the economic development of a region and the possibilities of state structures, so their analysis is vague for the entity and the country as a whole.

An analysis of local taxes and duties should be performed in the following areas: analysis of the tax burden of local taxes and fees; studying the structure of the taxes and fees reimbursed by the operating expenses of the company; calculation of the proportion of local taxes in the total tax business.

PROBLEMS OF THE ADAPTATION OF THE NATIONAL ACCOUNTING SYSTEM TO THE INTERNATIONAL STANDARDS

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The current state of accounting in Ukraine can be characterized as a symbiosis of administrative and market concepts, of national and international standards. Over the past two decades, at least in Ukraine, there were changes in the system of accounting aimed at its harmonization with international standards. However, the accounting reform is not accompanied by necessary changes in the current economic and/or accounting, financial legislation. Changes have not affected the system of organizational measures in such areas as, for example, statistics. The negative consequences of such inconsistencies are limited accounting procedures, which include the use of dual record and exclusively monetary indicator; passive application of the principles of "professional judgment", the priority of tax rules, the

inefficiency of scientific research (they are and they are numerous but, unfortunately, remain unrequired for the rulemaking and practice management).

The article is devoted to the relevant for today in Ukraine question of harmonization and adaptation of accounting and financial reporting of organizations. Analysed the existing among academics views and approaches to the definition of concepts and forms of harmonization of accounting and financial reporting.

It is reasonably concluded that the state in the future has all the necessary prerequisites to use accounting as a means of regulating the economy, considered the need for a convergence of economic, accounting, financial legislation with the requirements of international standards and legislation of the European Union.

DEL CREDERE RECEIVABLES: IMPLEMENTATION OF THE PRINCIPLE OF PRUDENCE OR CONTRIVED PROBLEM?

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The article deals with the problems of reflecting receivables in the financial statements. Given the critical characteristics of scientific views on the assessment of accounting. Benefits and drawbacks of the principle of conservatism and caution in assessing assets are considered. An analysis of the domestic and foreign practice of evaluation of receivable regulations is done. Suggestions on the synchronization of the national and international accounting standards on the subject are made. The effect of provision for doubtful debts in the order of receivable accounts is studied.

Scientists study the issue in different historical periods. The paper demonstrated the need and economic feasibility of an allowance for doubtful accounts. Outlined a negative impact on the financial statements of the lack of provision for doubtful debts in the company. The article is an example of how necessary is the index value of receivables. In particular, the proposals are necessary for the valua-

tion of adjustments for inflation. Advantages and disadvantages of methods for forming a reserve for doubtful debts are considered. Recommendations for the current valuation of adjustments of receivables are given. Formulated directions for the improvement of tax legislation to encourage companies to create a reserve for doubtful debts.

Studies have shown that domestic enterprises violating the order of accounting and rarely make provision for doubtful debts. This situation leads to a distortion of a realistic assessment of receivables and the unreliability of information about assets in the balance sheet (statement of financial position). In the national accounting practice, application procedure should provide discounted receivables to current inflation. Further research should address the structure and content of accounting policies in terms of features of the formation of a reserve for doubtful accounts based on external and internal factors affecting the company.

THE MAIN DIRECTIONS FOR THE IMPROVEMENT OF LEGAL REGULATION OF FORENSIC AND ECONOMIC EXPERTISE IN UKRAINE

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In market conditions, there is a need to use the complex knowledge of the legal and economic solution for the successful and disclosure of economic disputes and crimes. Economic expertise is an important tool for collecting evidence during the investigation of criminal and civil cases of violation and abuse of judicial acts. The examination is a mandatory part of a civilized market economy of any country. This leads to the need for its legal regulation respectively.

Many prominent scientists and experts-practitioners worked on the issues of the development and improvement of legislation on forensic activities in Ukraine. However, some questions still remain insufficiently processed. This includes improving the legal regulation of forensic and economic expertise in Ukraine and the need to address certain gaps in the current legislation, which is one of the tasks of ensuring national expert judgment. Based on the preliminary studies, it should be noted that among academics and practitioners, there is no unified position on the interpretation of the category "forensic economic expertise." In addition, current legislation and the formulation of this concept are absent, which further complicates the understanding.

Compared with the international expert practice, this situation is negative. So, logical is to conduct active measures to improve legislation on forensic activities

in Ukraine and practical implementation of its main provisions in all areas of forensic examinations, including judicial and economic. One of the areas of improvement of the legal and regulatory framework for the forensic examination in Ukraine is distinguishing the concepts of "expert" and "legal expert". Expert – a person who has some knowledge, talent, and experience. Forensic experts are involved in the participation in criminal, civil, administrative or business processes in accordance with the applicable procedural law.

The efficiency of forensic activities in Ukraine in different kinds of justice will be achieved only when the professional qualification requirements for legal experts of various departments will be united. In Ukraine, it is necessary to unify the procedural law on the appointment and forensic examination. In the domestic legal framework, one should provide interpretations of economic expertise and principles of conduct. It is necessary to create market services in the field of economic expertise. It is necessary to intensify the process at the national level to establish independent expert institutions that have carried out any kind of economic expertise. These measures provide a solution to the problem of artificial monopolies of state expert institutions and provide for the social protection for the working of private forensic experts, respectively.

FEATURES OF INTERNAL AUDIT OF THE IMPLEMENTATION OF SERVICES OF THE HOTEL INDUSTRY

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The European integration processes, as well as the tourism promotion, encourage the development of hotel facilities and, as a result, the increase of requirements to their service rendering. The priority of revenues research during the internal audit of the hotel facilities is defined. Namely, the revenues from the sale of finished products, goods, and hotel services are checked individually taking into account the organizational basis of the order of settlement terms at the enterprise by applying the analytical procedures for different activities.

It is determined that the internal audit of the hotel facilities' enterprise includes the calculation of revealed variance rates, spread sheet formation, determination of the task performance level of revenue internal audit. During the internal audit decentralization, it is suggested to appoint the responsibilities on program development and methodological support of the previous, current and next accounting control in job descriptions of relevant accounting personnel; forming the information control system at all management levels. It will reduce the risk of errors and distortions of the accounting information on revenues and expenses during its formation.

An important means of economic control at the hotel facilities' enterprise is the inventory auditing of material assets. This procedure is suggested to be performed during the daily hotel room cleaning, as well as the room checking during the client's leaving the hotel. It will provide an opportunity to quickly reveal the facts of property damage or theft.

The use of special software for hotel inventory auditing is suggested for the hotels, which have primary property recording, material report forming with different intervals, monitoring of objects movement between financially fixed entities, analytical reports, and additional information forming.

The use of such an approach to the formation of the internal monitoring system of the inventory and logistics management will provide an opportunity to reduce the material expenses of the hotel facilities' enterprise (in particular, the loss of property), as well as prevent the additional expenses for upgrading the material and technical base; facilitate the procedure of the inventory auditing in the hotel room capacity; promptly obtain the data on the property movement of the enterprise; reduce the number of errors and inconsistencies during the inventory auditing.

FEATURES OF REVALUATION OF FIXED ASSETS AND THE EFFECTS OF ITS IMPLEMENTATION: PRACTICAL ASPECTS

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One of the most important factors in increasing production at enterprises is the provision of fixed assets in the required quantity and variety and better and more efficient use. The advantages of fixed assets at cost does not give us any doubt but current methods of evaluation completely exclude the possibility of the effects of inflation and other market mechanisms on the formation of the value of fixed assets. Therefore, revaluation of fixed assets of the company is especially important at the moment because it involves determining the value of the property at the time of management decisions and enables to conduct a cost comparison of fixed assets, which are reflected in the accounting business. When making a decision whether to do a revaluation of fixed assets or no, the company will primarily analyse all arguments. But, every company, of course, may have their own reasons to conduct revaluation or not. The mechanism of the revaluation of fixed assets:

- determine the fair value of the object which is going to be reevaluated;
- determine the index of revaluation;
- calculate the revalued initial value of the object and overrated wear.

Companies whose annual income exceeded the threshold of 20 million UAH, for determining the object of taxation shall adjust profit or loss on the difference provided by the tax legislation.

This difference is in the form of accounting and tax residual value and depreciation, as well as differences arising from revaluations. Companies with annual revenues of over 20 million UAH shall exclude the impact of accounting revaluations on the object of taxation on profits. In some cases, revaluation may affect the tax liability for income tax.

This is possible when income tax is calculated based on the residual value of financial assets. Revaluation of fixed assets decision made by enterprises and, in most cases, it is not a mandatory procedure.

FEATURES OF THE TECHNIQUE OF FORMING ACCOUNTS RECONCILIATION STATEMENT WITH SUPPLIERS AND CONTRACTORS

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Each company seeks to maximize profits, so they have to collaborate with more organizations, which leads to the accumulation of cumbersome accounting. The enterprise accounting can use the reconciliation of settlements with counteragents in order to clarify the credentials and fulfilment of existing obligations. The lack of a single methodological basis for the drawing up of an accounts reconciliation statement in practice often leads to difficulties in data consistency on obligations with counterparties of the enterprise.

According to the Order of the Ministry of Finance of Ukraine № 879 on 02.09.2014, each economic entity is obliged to conduct an inventory of assets and liabilities, and the reconciliation of accounts is their inventory. For the most part, it is carried out at the initiative of the owner of the interested party (the debtor or the creditor), and the decision to hold can not only be a separate regulatory document for its conduct (order, provision, etc.) but also the rules of provisions on the document circulation at the enterprise.

Peculiarities of forming an accounts reconciliation statement with suppliers and contractors are the absence of established deadlines for the reconciliation, the order of its execution, and the uniform form of docu-

ments, which must be issued by the parties. Therefore, in practice, situations often arise when the counterparty refuses to perform accounts reconciliation or refuses to sign the accounts reconciliation statement. In order to avoid such cases, it is necessary to ensure that the drafting of an act becomes an integral part of the implementation of contractual relations and establish a liability for the violation of the procedure for the accounts reconciliation specified by the parties, for example, the payment of a fine or a penalty.

The settlement between counterparties allows not only confirming data for accounting purposes but also allows parties to make the necessary payments and demand fulfilment of supply obligations. In the case of mutual debts – to stop them or to find out whether they are discontinued. In practice, there are formal and informal approaches to the reconciliation process, the choice of which depends on the level of trust between enterprises.

Thus, in order to systematize reconciliation process and avoid problems related to the formation of accounts reconciliation statement, legal regulation by the state and the availability of a unified methodological basis are required.

KNOW-HOW AS THE OBJECT IN ACCOUNTING

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In the article, it is determined the essence of the object characteristics of know-how as a part of intangible assets according to the regulatory and legal provision of accounting and allocated characteristic features of the researched assets identification. The driving forces of the development of Science and Technology in the world are the object of intellectual property, which needs effective remedies. The guarantee of their legal protection is a state certificate. However, an object as “know-how”, essentially, provides saving secret appropriate information. There is no consensus on the definition of “know-how” and its place system of intellectual property today. The list of necessary primary documents for the accounting of know-how as intangible assets is provided.

For the first time, the definition of “know-how” was introduced in the Law of Ukraine “On Investment Activity”. However, the existence of a legal definition of this meaning did not make clarity in a relationship, which was occurred in using and protection of rights of “know-how”. Such uncertainty at the legislative level provoked scientific

debate. The topical issue of intellectual property science was to determine the place of “know-how” among the other objects of intellectual property. In accounting, know-how is reflected similarly to human intellectual property.

The problematic aspects of valuation of intangible assets are investigated. Under know-how as a part of Intellectual Property, one understands that it is knowledge and an experience of scientific, technical, industrial, and other characters, which practically are applied at the enterprise. The using of know-how by a company or organization often provides competitive advantages and commercial benefits.

The methods of legal protection of such objects are allocated. Transfer of object is based on concluding license contracts. Know-how is often compared to trademarks, patents, and copyright. Also, under the know-how, one understands the secret, not patented technological knowledge and processes, experience, including methods needed to produce certain products, scientific research, and development.

THE AUDIT OF EFFICIENCY IN THE STATE FINANCIAL CONTROL, ITS NATURE, AND THE NEED TO INTRODUCE IN UKRAINE

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The problem of the budget implementation in many countries is to make an effective use of public funds. The introduction of the audit of efficiency into the activity of control authorities in Ukraine will improve the system of state financial control, the results of which will increase the efficiency of the executive over the use of public resources and make it more open and transparent to the public, which will allow providing information on how the government achieves its goals and solves problems of the economy.

Despite the sufficient level of scientific achievements in the study area, a number of topical issues remained unsolved. In particular, the issue of upgrading methodological, organizational, legislative, and information management efficiency audit of budgetary funds require further in-depth research.

Audit of efficiency is a test of government bodies, recipients of public funds, enterprises, institutions, and organizations that use state and municipal property to determine the effectiveness of public funds and property.

The objective of the audit of efficiency is the strategic cost analysis, which will allow implementing recommendations on the

management of state property by means of an audit of efficiency. Having the ability to analyse various aspects of the public sector, the audit of efficiency helps to determine the best methods of practical work.

The results of the audit of efficiency can be displayed not only as a report but also in other forms, such as recommendations for implementing best methods of practical work.

An analysis of the current system of state financial control allows making a conclusion that attempts to assess cost-effectiveness are fragmented. This is due to difficult conditions in the economy and fiscal adjustment processes. These difficulties relate to the fact that nowadays the evaluation of the effectiveness of spending funds is not a priority but resources allocation process, the ability to bring them to consumers, preventing processes of theft and criminal use.

With the introduction of the audit of efficiency, the system of financial control advances to a new progressive stage of development of control activities, which largely corresponds to civilized economic relations in the market.

FRANCHISING PARTNERSHIP IN THE TOURISM BUSINESS: ACCOUNTING-CONTROL ASPECT

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The main topic of this article is relevant, and as far as one of the most popular forms of doing business in many industries of the world economy is franchising.

The development of franchising is changing the operating conditions of the economic entities, leading necessity of the reorganising the economic processes, generating new knowledge and implementing them into economic activities.

Franchising partnership in the tourism business as a form of the business partnership contributes to the formation, preservation, and consolidation of its competitive advantages, ensuring the sustainable development, making it possible to extend lifes-

pan, and also reducing the risks of the economic activity.

Mentioned advantages are becoming unconditional only in the case of establishing the information exchange, accounting, and control of the effects of the subjects' functioning at the franchising partnership.

The article specifies the level of the franchising development in the real sector of the national economy in Ukraine and its advantages of using, organising aspects of the business partnership of the franchising tourism network, the requirements to the accounting system, its construction will give all necessary information for making a control of franchising obligations.

FEATURES OF ACCOUNTING AND DISTRIBUTION OF MANUFACTURING OVERHEAD COSTS

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Accounting and distribution of manufacturing overhead costs is a difficult process and has an important place in the course of the company engaged in the production of goods (works, services).

Overhead costs are costs for the organization of the production process and management of divisions, departments, brigades, costs of maintenance and operation of general-purpose machinery and equipment, buildings and structures that cannot be directly attributed to specific facility costs.

The information about costs provided to management influences further managerial decision-making and determining financial results.

Thus, data on production costs (including overhead) is the main source of identification of reserves to reduce the cost of goods (works, services) and improve profitability through constant and continuous control of material, labour, and financial resources.

That is why the correct approach to an accounting of manufacturing overhead costs and the choice of the necessary base of its distribution – important condition of effective functioning of each manufacturing enterprise.

The article examines the features of accounting and the problem of the choice of the base of distribution of manufacturing overhead costs.

PAYROLL MANAGEMENT ACCOUNTING UNDER THE DRAFT LAW № 5130 “ON AMENDMENTS TO SOME LEGISLATIVE ACTS OF UKRAINE” IN THE 2017 YEAR

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The organization of labour and payroll accounting occupies one of the central places in the system of accounting organization at the enterprise. In the new conditions of management, the most important objectives of organization of labour and payroll accounting are: in due time, ensuring settlements with staff of the enterprise in respect of payment for labour (accrual of wages and other payments, deduction and payment), ensuring the timeliness and correctness of attributing to the cost of production (works, services) of the amount of accrued wages and deductions, collection and grouping of labour and payroll indicators for the purpose of operational management, and drawing up the necessary reporting, as well as settlements with the Pension Fund. The organization of labour and payroll accounting should provide operational control over the quantity and quality of labour, using the funds included in the wage bill and social benefits. In the market economy, it is not enough to provide only the material interest of the employee in certain results of labour, it is necessary to interest him in improving the labour efficiency.

Wages occupy one of the main places among the set of topical issues for society. It has been the subject of the study of eco-

nomical science and business practice for many centuries. This problem is especially relevant at the present stage of economic development due to increased competition, globalization of business, increased business risks, which can be avoided by a qualified accountant. In the market economy, where the target function of an entity is to maximize profits, the financial unit takes the first place. Works of world-known economists are devoted to issues of the essence of a concept of “wages” in the market economy: A. Smith, S.L. Brue, J. Keynes, K.R. McConnell, K. Marx, J.S. Mill, and D. Ricardo. Among the Ukrainian scientists, the study of problems of accounting for payroll transactions is carried out by the following domestic economists: V.F. Andriienko, I.F. Lomanov, V.M. Novykov, and others.

The main changes that took place in accordance with the Law of Ukraine from the bill № 5130 “On Amendments to Some Legislative Acts of Ukraine” are the increase in the minimum wage to 3200 UAH.

Thus, since January 2017, there have been many changes regarding the payroll accounting in Ukraine, namely, an increase in the minimum wage, requirements for the application of the tax social benefit, bases of calculation of Unified Social Tax.

COMPARATIVE CHARACTERISTICS OF INCOME AND EXPENDITURE OF BUDGETARY INSTITUTION FOR NEW AND OLD CHARTS OF ACCOUNTS

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The article deals with comparative characteristics of the new chart of accounts of budgetary institutions that was approved in 2013 but was driven into effect only on January 1, 2017, with the old plan of accounts of budgetary institutions, which operated from 01.01.2013 until 01.01.2017. Making a characteristic of the main account budgetary institutions, a special attention is paid to accounts NP (S) 124 "Income" and NP (S) 135 "Costs" that should guide the recognition of income and expenses. Revealed problems using the new chart of accounts and given the problems with this issue.

The relevance of the chosen topic is determined by a process of implementing a new chart of accounts for budgetary institutions, and problems in the accounts arising from this. Therefore, this issue is important for the further accounting in the public institution.

The main problems of using the new chart of accounts are the emergence of contradictions on the formation of financial reporting since its introduction has caused some difficulties in accounting for budgetary institutions, as well as advocacy, training seminars, and almost never conducted.

The article is a comparison of income and expenditure of budget institutions for the new and old chart of accounts, defining advantages or disadvantages of the new plan.

Thus, the new chart of accounts of budget institutions is still quite imperfect, and in the need for corrections and changes. Among the deficiencies that have not been removed, one can note that it is still impossible to make correct classification of correspondence of amounts to a tax credit. There are no accounts to reflect the tax liability and the tax credit used by budget institutions.

FORMULATION OF THE ACCOUNTING POLICY OF A COMMERCIAL BANK

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Activities of domestic banking institutions in the context of the financial crisis put special requirements to the management of banking institutions, in particular, to the information base of bank management. The accounting information is the basis for the operational management and the basis for the formation of a strategy and tactics of the bank's development in the future. Each bank defines its own organizational, methodological, and technical aspects of the formation of accounting information by developing and implementing its own accounting policy. Thus, the bank's accounting policy affects the qualitative characteristics of accounting information and, accordingly, the quality of managerial decisions that are made by users of reporting.

A concept "accounting policy" was officially introduced in November 1974 in the international accounting practice, in connection with the adoption, and from 01.01.1975 – the entry into force of International Accounting Standard № 1 "Disclosure of Accounting Policy". In Ukraine, the concept of "accounting policy" appeared in the accounting terminology in the early 90's of the XX century as a result of the translation of International Accounting Standards. The need for this was due to the refusal of Ukraine from the strict state regulation of financial reporting and the introduction of national accounting provisions (standards) adequate to international ones.

Today scientific discussions about the appropriateness of a single accounting policy and reporting for the needs of enterprise management are continuing. Opinions of

scientists on this issue are sometimes fundamentally opposed: from the recognition of their necessity to complete denial. However, one can already observe how the processes of preparation of accounting policies, reporting, and internal control are being activated. Management realized that an information system serving external user requests should be relieved when the management of the institutions is experiencing an increasingly pressing need for additional information, including that of the planned nature, prepared specifically for solving managerial problems associated with the introduction of an integrated accounting system.

The financial statements of a banking institution are formed on a historical cost basis, except for accounting for property, which is carried at revalued cost in accordance with the requirements of IAS 16 "Property, Plant, and Equipment", and the valuation of certain financial instruments in accordance with IAS 39 "Financial Instruments: Recognition and Measurement", as well as the collateral, in accordance with IAS 2 "Stocks", which are reported by smaller of two variables: cost and net realizable value.

As a part of the compilation and presentation of accounting by elements of accounting policies, there can be as separate variants of decisions and their combinations (regulated within the framework of the state accounting regulation), as well as decisions of regulatory nature, produced by the institution on its own (recognition of impairment of financial assets of the bank, the effect of changes in exchange rates on monetary articles of the bank balance, determination of influence of

inflation rate on indicators of financial statements of the institution).

Today, accounting policy is an integral part of a bank management system that is formed in accordance with the directions of its activities. The grouping of the organizational, methodological, and technical aspects of accounting policy will enable bank institution to optimize the structure of

the Regulation on Accounting Policy and clearly delineate the rights and obligations of individual participants in the accounting process. When forming the accounting policy of the bank, management should take into account the influence of external factors, in particular, socio-economic conditions and trends in the economy of Ukraine and the world.

STATISTICS

STATISTICS OF DOMESTIC TRADE IN UKRAINE REGIONAL ASPECT

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The state and dynamics of volumes of domestic trade, including the state of volumes of retail trade turnover, are important factors in the economic situation in the state. Therefore, the analysis of the behaviour of economic indicators of the domestic trade state and analysis of the impact factor on the volume of trade and the impact of trade on the socio-economic development of the country requires comprehensive statistical research, including the use of regional statistics.

Based on the official statistical data the values of volumes of retail trade turnover per capita for each region of Ukraine in recent years have been calculated. The volume of retail trade turnover per capita in each region of Ukraine for all considered years, taking into account the consumer price indices, are calculated as well.

The rates of growth of trade volumes for each 2011–2016 years are calculated and studied for each region.

The classification of the Ukraine's regions in terms of the dynamics of domestic trade per capita is obtained, which can be a benchmark for both marketing specialists and state authorities.

In order to establish the relationship between the volume of commodity turnover and other economic indicators, an average income per capita is considered for each of the regions. The correlation coefficient between the retail trade turnovers and the income per capita makes 0.93, which points to the presence of a strong relationship between them.

A regressive dependence is built, showing that in the case of an increase in the average income of the population of Ukraine by 1 UAH, the turnover volume per capita increases by 0.786 UAH, which within the whole country leads to the increased consumption by 34.4 million UAH.

Moreover, with an increase of income, the share for purchase slightly reduces, thereby increasing the share of saving. Thus a phenomenon of marginalism is discovered.

It is established that the negative structure of incomes of Ukraine's population significantly inhibits the possibility of domestic investment. The obtained information can be used for stepping up domestic trade in the post-crisis period.

MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

INTERNET PROMOTION OF EDUCATIONAL SERVICES BY CLASSICAL UNIVERSITIES OF UKRAINE

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The current economic, political, and demographic situation in Ukraine resulted in a significant increase of competition in the market of educational services. Educational institutions are increasingly using tools for Internet marketing with the aim of maintaining a competitive advantage.

The main methods of Internet promotion are: contextual advertising; remarketing; SEO – Search Engine Optimization; banner advertising; social media marketing; teaser ads; Cost Per Action; mobile advertising; website promotion articles; e-mail marketing; information about the company in Wikipedia; site registration in thematic catalogues.

The use of specific tools for Internet promotion increases the rankings of sites. But scientists have not examined the influence of Internet marketing on the position of sites on the Internet.

The article examines the methods used to promote educational services on the Internet by the top 10 classical universities of Ukraine (according to the information and educational resource “Osvita.ua”) and Computer Academy STEP.

The study analysed the websites of educational institutions (selected the following services: Webometrics and SimilarWeb).

Taras Shevchenko National University of Kyiv, Sumy State University, and V.N. Karazin Kharkiv National University are leaders over the activities (according to the Webometrics service). Sumy State University, Vasyl Stefanyk Precarpathian National University, and Odessa I.I. Mechnikov National University are leaders in terms of site traffic (according to the service of SimilarWeb).

The main source of site traffic educational institutions is organic search through search engines. Classical universities of Ukraine practically do not use paid methods of Internet promotion. However, Computer Academy STEP uses the following tools of Internet marketing: paid search; referrals; banner advertising; e-mail marketing. Therefore, STEP Computer Academy received good positions in the rating by traffic volume (according to the service of SimilarWeb).

Thus, it is necessary to develop a system of content-management and to pursue a more aggressive marketing policy for the successful operation in the market of educational services.

THE MODELS OF DEFINING COUNTRIES WHICH ARE THE MAJOR TRADING PARTNERS OF UKRAINE AS AN ELEMENT OF ITS STRATEGY OF INTERNATIONAL ECONOMIC ACTIVITY

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Modelling the list of the countries, which are the major trade partners of Ukraine, is one of the elements of its strategy for foreign economic activity. Now for their determination, the IMF methodology is used, which describes the mechanism of calculating the index of the real effective exchange rate of UAH based on the share of the total foreign trade of Ukraine. This percentage (no less than 0.5%) serves as a criterion for the inclusion of the country in the list of major trading partners. Thus, the authors performed calculations that such countries in 2017 should be 36 (86.5% of the total foreign trade of Ukraine). However, to account relevant ongoing changes in the geographical directing goods flows of Ukraine, a more meaningful approach to the criterion of "primary trading partner" is needed. It may be partly accounted by building the integrated parameter of the countries, which are the major trade partners of Ukraine (IMTP), and is based not only on the total foreign trade but also takes into account the value of exports and imports, as well as their patterns for individual countries.

$$I_{MTP_{ijg}} = 0,4z_{1_{ijg}} + 0,2z_{2_{ijg}} + 0,2z_{3_{ijg}} + 0,2z_{4_{ijg}},$$

where $z_{1_{ijg}}, z_{2_{ijg}}, z_{3_{ijg}}$, are normalized and standardized meaning under foreign trade

turnover (x_1), the share of exports (x_2), the share of imports (x_3), the ratio of exports and imports (x_4), and i is a country for which calculates ($i = \overline{1, n}$), j – month for which the calculation is performed ($j = \overline{1, m}$), corresponding year g ($g = \overline{1, l}$).

We used the monthly data of the State Statistics Committee of Ukraine in 2005–2015 of the export-import of goods of 60 world countries having the foreign economic relations with Ukraine, and the results showed that the major countries – trading partners of Ukraine where Ukraine needs to direct the efforts to develop appropriate strategies of foreign economic activity must be the Russian Federation, China, Germany, Egypt, and Turkey. It should be noted that the coincidence of both methods is 50%. The deviations in the list of countries and in the total foreign trade turnover are related to factors that form the basis of calculations.

However, at this stage of the study, the quality indicators essence of exports and imports was not fully taken into account. In particular, all export is not positive for the country. Thus, the increase in exports only of raw materials, such as wood, wheat, etc., will have negative consequences for the economy of Ukraine. At the same time, Ukraine has critical imports, in particular,

energy, without which the country cannot get along. Also, some countries such as the Russian Federation, which is carrying out the commercial and military aggression against

Ukraine and is preventing transit, etc., have a negative prediction for the development of trade. Therefore, further studies must consider these aspects.

ANALYSIS OF FORMATION OF THE INFORMATION INFRASTRUCTURE OF COMMUNAL PROPERTY BASED ON ELECTRONIC SYSTEMS

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The article analyses the stages of the formation of communal property infrastructure based on the use of the information system (IS). Identified the pros and cons of this concept. The theoretical justification of the content and essence of the functioning of the infrastructure is given. General scientific methods are used: analysis and synthesis; induction and deduction; analogy and modelling; abstraction and specification; system analysis. The essence and peculiarity of concepts of the electronic information system are revealed, as well as how it influences the formation of the information infrastructure of communal property. The ability to significantly improve the property accounting system in the country is considered.

Creation of information systems (IS) is currently forming an integral part of the information infrastructure of communal property. IP, according to their names, is to

solve the problems associated with a high content of operations data. These operations include data collection, manipulation, storage, and preparation of documents. IP is more focused on the data. In turn, the main tasks and functions of the departments of communal property and infrastructure are: implementation of powers by the city government in the management of the property that is in municipal ownership of the territorial community; realization of assets that is communal property territorial community; monitors the effective use and preservation assigned to enterprises of communal property; approves and coordinates non-residential premises lease municipal property, conducting calculations of rent and so on. That is, for the improvement of the department is the appropriate establishment and further improvement of electronic information systems.

IT PROJECT MANAGEMENT

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The article is dedicated to the information technology project management.

The relevance of this article is that despite the fact that the operation of any enterprise is carried out by the project activity only recently in terms of the interests of Ukrainian science in the study of social and economic phenomena and processes fell project management. Project management methodology was developed in the US in the late fifties of the twentieth century but, in Ukraine, it makes only the first steps. So, we do not know earlier models and mechanisms of economic relations.

Project Management System is necessary first of all for the company's management as a tool for implementing the strategy. Problems such as increasing the complexity of the project, changes in the timing, and the quality of work contributed to effective project management, which is carried out by using modern information technology. Therefore, the correct use of information technologies in project management is very important.

In the article, the essence of concepts of "project", "plan", "software" is considered and the difference between them is explained.

Identified measures through which management of projects (project management) is carried out. The role and importance of information technology in managing projects are studied and identified the major benefits of using project management information systems (PMIS). Known information systems for project management are distinguished and a review of evaluation of the efficiency of project management in America is made.

Thus, the use of information technology in managing projects is appropriate and significantly helps to solve a number of problems, contributes to the effective management of multiple projects simultaneously and monitoring projects. Currently, there are many information systems for project management but the choice should be treated with caution. It should also be remembered that the introduction of information technologies in project management requires preliminary studies, planning of complex operations, and monitoring of their implementation. All this is held to automate project management processes and monitor their performance, which in turn will promote good governance.

INTERVAL MODELS OF PROFESSIONAL COMPETENCE OF MANAGERS IN THE HEALTH SECTOR

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The mechanism of professional competence of managers in the health system should be seen as a comprehensive system that consists of a provision system, functional and target system containing a set of organizational and economic levers that influence the health system to ensure the effective work of managers of various levels.

In order to get the real picture of the state of competence of managers of different levels, one needs to constantly gather the right amount of information and to analyse it. Failure at any stage means wasted time and missed opportunities to reach one's goals.

The problem of collecting and processing information is important to analyse the competence of managers of various units. Without the complete information on the competence of managers, the process of forming an effective organizational and economic mechanism of management competence in the health sector would not get to its logical conclusion.

The study aims to solve the problem of collecting and processing information that

resulted from the lack of methods to assess the competence of managers at different levels. As a result, information on the quality of staffing management will be the basis for making decisions on improving its competence.

The article offers an algorithm of application of interval analysis apparatus for decision support to ensure professional competence of managers. We have reviewed the tasks associated with modelling under the conditions of interval data can be solved by using interval analysis based on a theoretical computation interval. The author of the article designed instruments to substantiate the relevance of developing organizational, motivational, and control measures in the form of descriptive and normative models of professional competence of managers in the health system. For the tools of assessment of implementation, we used a methodology based on the constructed ontology concept of professional competence.

The results show the relevance of efforts to develop management competence in managers of health care facilities.

PRACTICAL USE OF THE BIG DATA MODEL IN BUSINESS PROCESSES

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In the article, the history of Big Data and the causes of this technology are considered. The concept of Big Data and prospects are studied. The analysis of the prospects for the effective and optimal implementation of Big Data into business processes to automate and improve efficiency is done. Examples of the use of Big Data business to enhance the competitiveness of enterprises are given. The experience of foreign companies is analysed. The study found positive effects of this technology in business processes.

Big Data owe their existence and strengthening of positions in the business world increased the flow of digital information. Many analysts should be provided with serious and convenient tools like software and analytical directly. Obviously, there is an increased need for skilled workers. So far in the future, it is impossible to do without professionals who will actively explore the data and who will for-

mulate clear objectives in terms of algorithm analysis. Finding and eliminating errors in the data – is obvious and urgent problem solved by such professionals.

Undoubtedly, Big Data will form different markets from those, which sell lots of different data volume and quality to those that provide services of high-tech machine time of supercomputers.

The transition to collecting and processing information in quantities exceeding the traditional one can be a good occasion for specialized or broad business process reengineering. This will have to recognize the priority for the integration of large data model to business model and structure across all areas.

For obtaining real benefits from Big Data, it is necessary not only to invest in projects implementation but use new technologies to work on adjusting business processes and change management approaches.

CONTENT-MARKETING IN A CORPORATE BLOG

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The article is devoted to the research results implementation of appropriate content in a corporate blog as an opportunity to further user interaction and conducting marketing activities. The authors distinguish content in a corporate blog as an effective marketing tool for Internet communications.

This article explores the growth of Internet users and the development of online marketing. The concept of the blog as a new tool of online marketing is defined. The development of the Ukrainian segment of the blogosphere is analysed. The advantages over traditional blog websites are proved. The following types of blogs are selected: personal, corporate and thematic. The concept of corporate blog and

growth factors for its popularity are defined. The results of various studies of corporate blogs of Ukrainian companies are given. The main tasks performed by the corporate blog, providing a competitive advantage are considered.

The essence of the content, the benefits of content marketing, content strategy concept are defined. Stages of developing a content strategy are shown. Recommendations on creating high-quality content based on the study of psychology, behaviour, interests, and preferences of users are given.

As a result, alternatives of maintaining a corporate blog with quality content and importance of the development of new tools of information technology are summarized.

FORMALIZATION OF THE OPTIMIZATION MODEL OF STRUCTURAL SHIFTS IN THE ECONOMY OF THE COUNTRY BASED ON INPUT-OUTPUT BALANCE

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The article is devoted to the use of mathematical modelling of economic processes in the study of structural shifts in the economy of a country. The author generalized three ways of building optimization models of input-output balance. The study is based on a methodological approach that envisages that there are branch priorities in the resource allocation and thus the redistribution of resources between types of economic activity is carried out. The work gives a generalized scheme of building a model of structural shifts in the economy of the country. In the proposed scheme, three main components of the model have been distinguished: information sources, six stages of model formalization, and results that the researcher has to obtain at each stage.

In order to construct a model of optimization of structural shifts from the model of input-output balance, we transform the basic equation of balance into inequality, which will allow forming the space of strategies, and for the target functions, we will obtain those macroeconomic indicators that can be calculated by means of input-output balance, namely: gross domestic product,

gross production output, production costs necessary for the corresponding gross production output.

It is proposed to improve the methodology of constructing these models by using an incremental approach. Such an approach allows transforming a static economic-mathematical input-output model (or Leontief model) into optimization one.

Calculation results according to the proposed model are a set of several variants of the national economic optimal forecast. The scientific novelty lies in the following: the author further developed the methodology of using the input-output balance for the optimization of structural shifts in the economy that will lead to the improvement of the main macroeconomic indicators of the country; new proposals of methodical nature for the economic-mathematical model formalization are developed and implemented.

The practical significance of the conducted research lies in the fact that the model built in this way can be used in the future for the optimization of other macroeconomic indicators, which are directly related to the input-output model.

FEATURES OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE CURRENT CONDITIONS OF THE UKRAINIAN ECONOMY

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The article analyses the role and place of new information and communication technologies, especially their use in the modern economy of Ukraine. Also, it examines the influence of the modern information and communication technology on the economic development. Problems of analysing the information and communication revolution in the information market of Ukraine are outlined. Problems of IT market in Ukraine are substantiated and their solutions are proposed. The main trends and strategic guidelines for the further development of the information economy in Ukraine are revealed. The market of information and communication services as one of the important components of the innovative economy demonstrates high growth rates, outrunning the growth rates of the economy as a whole.

The use of new information and communication technology not only allows information systems of business units to respond to constant changes in the market environment and put its influence but also increases the stability and competitiveness of companies, increases the speed of the interpenetration of national economies.

An assessment of preparedness of the country to the formation of the economy, based on knowledge, in terms of aggravation of international competition, demonstrates the key role of information and communication sector in shaping such an economy and thus ensuring the international competitiveness of the country.

Another key stimulant of economic growth is the ability of citizens to acquire, store, and use information as a result of the dynamic development of information and communication technologies.

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