

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

Velyka O.Yu.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Management,
Simon Kuznets Kharkiv National University of Economics

Zaslavska K.A.

Candidate of Economic Sciences, Associate Professor,
Senior Lecturer at Department of Management,
Simon Kuznets Kharkiv National University of Economics

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.