

FORECASTING TENDENCIES OF DEMOECONOMIC PROCESSES IN THE BUSINESS ENVIRONMENT OF UKRAINE

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The article highlights the interaction of the indicators of the demographic and economic component of the national economy in solving the problems of forming the system “Population – labour activity – economy – consumption of goods – the new population”, which requires fundamentally new management strategies. The demographic situation in Ukraine, as well as economic factors, which in the context of demography are external, are considered. An estimation of the state of the demographic situation of Ukraine and its impact on the economy is made.

The tendencies of change and transformation of demographic processes, in particular natural movement and population migration, changes in its sex-age structure, fertility and life expectancy, are determined by the human potential of the country in terms of “population-labour resource” and “population-consumer”. It is proved that the complexity of the analysis of these measurements is that they directly affect the system of relations in the business space. This influence is manifested by enterprises operating in a certain regulatory legal field, serving as employers for the majority of the able-bodied population and interested in the effectiveness of its work. It was revealed that the results of labour relations of business structures with

the population are wages for employees and labour costs for the enterprise.

It is determined that the current direction of the research is to analyze and forecast tendencies in changing the main demographic indicators of the country in relation to the current conditions of the business environment, directions of economic and social development, to identify key vectors for changing demoeconomic processes, in particular, to identify possible ways and sources of their improvement.

The article is dedicated to the analysis of modern demographic tendencies in Ukraine. The features of population movement (natural and migration) and its structure are revealed. The factors of formation of the current demographic situation are determined. The authors pay attention to the connection of economy and demography, define the category “demo economic indicators” and consider their features. The processes of demographic decline, which hinder the development of the country, are analyzed. The review of scientific approaches to the analysis of demographic processes in general has been carried out. The importance of connection between economy and demography is substantiated. It was investigated that this dependence has a bilateral charac-

ter: on the one hand, the economic situation directly affects the demographic situation. On the other hand – labour resources (population) is a key factor in production, and hence economic development as a whole.

The system of interconnections between economic, demographic and social indicators in the context of the course of demoeconomic processes in Ukraine over the last decade has been determined and analyzed. The nature of the demographic situation in

Ukraine is analyzed in order to construct a forecast of its development.

The adaptive models of short-term prediction of key demographic indicators as one of the factors of economic development are proposed.

The forecast of the demographic situation of Ukraine for the coming years is made with the help of the Holt method, the advantage of which is the ability to make a long-term forecast.