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## ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

**The Influence of intensity of firms' innovation activity  
on the industrial markets structure****Azmuk L.A.**PhD, Associate Professor, Department of Enterprises' Strategy  
Vadym Hetman Kiev National Economic University**Shcherbatyuk O.M.**Associate Professor, Department of Enterprises' Strategy  
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In the article, the authors emphasize that today the character of relationship between the number of firms and their penchant to innovations is complex and ambiguous and depends on many specific features of the sector. Thus, the designation of efficient firms' size in innovation requires a differentiated analysis of industrial markets and isolation of the fundamental factors' impact contributing to the success of innovation activity in specific markets.

Today, in scientific and technological progress the leaders are the US, European Union, Japan and China. The R&D costs are 2–4% of GDP in these countries. In Ukraine, the share of total appropriations for research activities in GDP is less than one percent during the last 10 years.

The analysis of global innovation market has shown that in the sectors characterized by high efficiency of R&D the producers' concentration is increasing. This is due to increasing returns to scale, which is typical for the costs on R&D, and the profitability of entrance to a low concentrated market for large companies.

The analysis of innovative activity of

domestic companies shows that a higher innovative activity is mainly characterized for large firms with the opportunity of working capital to implement technological innovation. Medium-sized firms easier minimize the costs and regulate the number of employees due to adequate level of capacity loading.

In general, the level of innovation activity of domestic firms is extremely low. The main reasons of this situation are: the instability of the system of state regulation of the economy and property rights; high level of monopolization industry markets; episodic government actions to stimulation of innovation; lack of financial resources, unstable level of demand for the firms products, est.

The main directions of innovation activity stimulation in the domestic industry should be: the creation and development of innovation infrastructure at national and regional levels; the development and strengthening of financial and credit institutions, ensuring continuity of financing innovative projects; intensification of international scientific and scientific-technical cooperation; legislative changes in the area of innovation on benefits and incentives, est.

## Transformation and concentration of property in economy of Ukraine

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Article is devoted to the characteristic of features of transformation and concentration of property in economy of Ukraine. Concentration of property in national economy behind a share of economic actors of different patterns of ownership in total productions of an industrial output, fixed assets of production and cost of securities is analyzed.

In Ukraine forming private and ownership in common was performed in the conditions of transformational institutional changes in system of the economic relations, as a result of large-scale privatization of the state enterprises and broad primary capital accumulation in the conditions of deep social and economic crisis, the undeveloped market environment and liberalization of the economic relations.

Depending on methods of implementation of privatization in Ukraine, it is possible to allocate its such main stages: the first stage – spontaneous or "nomenclature" privatization (the end of the 80th - the beginning of the 90th years of the XX art.); the second stage – «small» privatization (1992-1994) – privatization of small enterprises through lease with the redemption or the redemption labor collective; the third stage - "free" or certification privatization, mass privatization with use of privatization securities for attraction of a general population to acquisition of stocks of big and medium-sized enterprises and small objects (1995-1999); the fourth stage – monetary privatization through individual procedures of involvement of strategic investors (in 1999-2015); the fifth stage – mass monetary privatization of strategically important state enterprises (since 2016).

In the course of privatization and privatization in Ukraine for 1992-2015 28718 objects changed the state and 95008 objects – utility pattern of ownership. For the same period the amount of the privatized objects of small privatization reached 113371 units. Such results testify to large-scale and swift-flowing nature of transformation of property at Ukraine.

During transformation of property in Ukraine process of primary accumulation and concentration of the capital was performed; fast changing of the institutional environment by adoption of laws which govern the property relations took place; the entrepreneurship developed, in particular, a large number of cooperatives, limited liability companies, joint-stock companies which developed against gradual reduction of part of state-owned property was created.

The main features of forming of non-state property in economy of Ukraine are: its forming on an unearned basis as a result of large-scale privatization and privatization of property; discrepancy of real and formal subject structure of property; concentration of the capital in financial and industrial groups of "confidants" to the power, etc. It defined character of contradictions in the property relations: between the associable nature of collective and stock ownership and an orientation of the mechanism of their implementation on interests of a narrow social layer; between a tendency to growth of concentration of the capital and its disintegration; between the social and economic capacity of the collective enterprises and joint-stock companies and narrow limits of implementation of collective and stock ownership.

## Gnoseological aspects and anthropological dimension of institutional basis of innovative economy

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The innovative potential of any country includes institutional forms associated with the mechanisms of scientific and technological development, innovative culture of society. The main acts willingness to the innovations in the economic system, defined method of forming a new model of life of society, the pace and stability of its motion, the level of consciousness of members of society.

Gnoseological aspects of innovative activity are explored and generalized in the article. The concept of innovative economy and its institutional contours are substantiated and uncovered through the prism of person-centrism of modern economy. Intellectual production on the basis of process cognition and single economic field for informational, intellectual and material production are fundamental characteristic features of proposed copyright understanding of the innovative economy.

It is proved that a person as a subject of economic transformation must be considered taking into account the modernist and postmodernist values of society. Established that the man-innovator through a system of institutes carries innovative activity, structures the economic and innovative space, forming its components “cells” – business incubators, innovative hubs, innotehes, technoparks technopolis and innovative clusters. This kind of institutional formations form improved environment of human activity and provide construction of innovative economy. Is concluded that according to the institutional paradigm that means that a person is primary and institutions of innovative development are secondary. This thesis makes it possible to model innovative activity on the basis of the analogy of manifestations of human individuality.

## **Legal and socio-economic situation of the population of transcarpathia during the establishment of the totalitarian regime in the early years of liberation (october 1944 – the beginning of the 50's of the XX century)**

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Peculiarities of Transcarpathia are caused by thousands of years of land belonging to various countries, which resulted in significant political and cultural isolation from the main areas; a kind of geopolitical placement at the border of ethnic lands of Romanians, Hungarians, Slovaks and Poles and their ethno-state formations.

The reunification of Transcarpathia and Ukraine sparked a wave of patriotic enthusiasm, accelerated massive consolidation of Ukrainian national consciousness, a sense of unity with the whole Ukrainian nation. During the consolidation of Transcarpathian Ukrainians with the Ukrainian nation, there naturally and easily was going a perception of the ethnonym "Ukrainian", which was identified in the popular mind with the ethnonym "Rusyn." This identification of these ethnonyms finally was confirmed in the country in the 20-30-ies of the XX century, and for the first time officially Ukrainian (Ruthenian) ethnic character of the land was proclaimed by Carpathian Ukraine. Soviet authorities in 1945-1946 years not liquidated Ruthenian people and ethnonym "Rusyn", and only officially recognized and asserted that replacement of the ethnonym, which took place in Transcarpathia during the 1938-1939. Given

all these processes, actions of the People's Council of Transcarpathian Ukraine have become unclear. Population blame was caused by the persecution of the Greek Catholic Church, arrests of Ukrainian patriots, including students and high school students, the removal of national-patriotic literature, crackdown on reading books, singing songs, reading poems of Ukrainian patriotic content and so on.

Sovietization of Western Ukraine was too costly to the local population and the entire Ukrainian people. Mostly it was carried out by the personnel that were sent from the eastern regions. Echoes of long terrible conflict are felt even half a century later, today. The process of rebuilding in the "reunited" regions of the USSR took place much more complicated than in the east of the republic. In general, the period from October 1944 to June 1946 – is a time of uncertainty of state political identity and legal status of Transcarpathia. Soviet military authorities and local communists have acted cautiously and socialization processes of socio-economic life of the region were even clearly not looked through. The wave of national-patriotic enthusiasm caused by reunion, relied on the national

cultural and historical tradition of collegiality, clearly perceived and interpreted local cultural and welfare traditions in the all-Ukrainian context. All this accelerated initi-

ation of Transcarpathian Ukrainians to the cultural and historical heritage of Ukrainians, facilitated processes of the ethnic-national self-identity.



## Market transaction costs of corporate management

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Corporate management is an essential basis of creation and functioning of joint-stock companies, the most popular form of organization of big business in Ukraine and in the world. Corporatization is a mechanism of raising funds which allows accumulating significant financial and material resources necessary for technology-intensive production. At the same time, joint-stock business pattern is connected with a number of problems and conflicts of corporate management, which cause the increase in transaction costs.

The paper deals with studying of transaction costs of the corporate management arising as a result of conflict of interests between principals and agents, minority and majority shareholders, shareholders and creditors, managers and creditors, companies and community. Mechanisms of conversion of benefits of certain entities, not provided by agreements, into transaction costs of other corporate management entities are considered and represented by diagrams.

Transaction costs sourced from the corporate relations are formed not only within the company directly between the corporate management entities, but in the course of

interaction with the other economic agents as well. First of all, the companies have to incur additional transaction costs under the influence of so called stakeholders (governmental agencies and public organizations), imposing their own requirements on the company's operations. Even if these requirements go beyond the limits of the legislative and regulatory acts, no company may ignore them. Secondly, the problems of corporate nature necessarily reflect on the growth of internal transaction costs of the company; however, any decrease in social and economic condition of individual companies means worsening of welfare of the country, and bankruptcy of companies may even have destructive consequence for the economy, therefore, corporate conflicts result in increase of transaction costs in the society as a whole. Thirdly, company's interaction with its creditors may result in accumulation of transaction costs on the part of shareholders and creditors as well. The mechanism of redistribution of benefits and transaction costs between them depends on increase or decrease in financial leverage of the company's borrowed funds.



## WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

### **Education for all to benefit the sustainable development: assessment of progress and state financial support to developing countries**

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The article examines the performance of the Education for All Development Index in developing countries. The estimation of progress in education for all groups of countries by income has been done. The public funding of the education sector in developing countries has been analyzed. The performance of targets on budget allocations to the education sector set internationally has been studied.

Despite the fact that most of the backward countries in the sphere of fulfilling of the objectives of Education for All managed to achieve significant progress, only 47% of countries with incomes above the average had a high level of the Education for All Development Index, 53% of countries had the average level. In countries with incomes below the average, the figure ranged from high to low. 26% of countries have achieved or almost achieved the goals in education, 61% have been in the middle, and 13% have been far from full achievement of objectives. The worst value for the index the least devel-

oped countries have showed: 75% of countries have showed the low level and 25% have showed the average level.

An analysis of the performance targets on the allocation of state funds to the education sector has showed, that government financial support during 2012 - 2014's in developing countries was insufficient. Thus, in the least developed countries the share of public spending on education amounted to around 3.64% of GDP or 14.6% of total costs, which did not meet the set target indicators (4 - 6% of GDP or 15 - 20% of total public spending). Countries with income below average have spent on education 4,9% of GDP, or 14.5% of total government spending. Spending on education in countries with above-average income amounted to around 4.3% of GDP or 14.8% of government spending.

To achieve the objectives in the field of education for all in developing countries, not only the increase of public spending to the education sector, but also the more efficient spending of financial resources is necessary.

## Height of role and brics countries prospect in the system of world economy

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In the article current positions of economic groupment of countries are certain BRICS, the analysis of role of this group is presented in the system of world economy.

Research of processes of development of association of countries BRICS conditioned by the rapid rates of changes and transformations of world economy and its role for BRBRICS, as a possible driver of development and qualificatory link of forming of effective strategies for the system of world economy on the nearest thirty years.

As an aim of the article the necessity of determination of current competition provision of countries comes forward BRICS in a world economy and to define prospects and future achievements of transforming development BRIX in the conditions of global economic calls.

In the article the value of specific gravity was expected GDP per capita each of countries BRICS and GDP per capita association on the whole. An indisputable leader among countries BRICS on this index is China, the average annual rate of the economy growing of that in an indicated period folded 9,8%. On the second place India (6,9%) stands on this index, on the third is Russia (4,6%) and

on fourth is Brazil (3,2%), and on fifth steam (2,5%). Countries «G7», in turn, showed in 1990-2014 the middle rates of GDP from 1,2% to 2,7% in a year.

Index of global competitiveness and rating of countries was expected BRIX. Two country-participants of association BRIX in a period from 2009 to 2015 had a positive dynamics of GCI, rose in rating nearer to beginning: Russia improved the positions from 63 a to 45 place of rating; China – from 29 to 28. Three states BRIX in the period of research, opposite, had negative tendencies on the index of global competitiveness, went down in rating below: Brazil went down in rating from 56 to a 75 place; India – from 49 to a 55 place; steam – from 45 to a 49 place.

Certainly, that central function crouching countries BRIX belongs to India and China. Brazil, REPUBLIC of south Africa and Russia, is examined in one row with these countries mainly from the presence of substantial resource potential. On the whole, economy growing of BRICS countries in a great deal depends on external factors: international trade, outsourcing relations, direct foreign investments, prices and demand on power mediums.

## The problems of entering the milk processing enterprises on the foreign markets

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Orientation of Ukrainian economy to market principles of management and aspiration to promote European integration contribute to finding possible ways for entering the Ukrainian dairy products to the foreign markets, improvement of competitiveness of Ukrainian products of the dairy industry and protection of domestic consumers from too expensive imported dairy products of poor quality. That is why there is a necessity to assess the state of the dairy market to determine the right directions for development of the dairy industry and define the problems of milk processing plants while promoting their products on international markets.

An important condition for entering the Ukrainian enterprises to the European market is to ensure the correspondence of quality level to the European standards. Concerning dairy raw materials of Ukraine, its quality differs far from European. There is unconformity of the products' quality with the international standards due to the lack of harmonization of national standards for dairy products with European and international.

Improvement of milk processing plants activity should be aimed at increasing of production of competitive dairy products, improvement of its assortment and quality assurance in order to meet demand for dairy products in domestic and foreign markets; establish mutually beneficial long-term relationships with producers of raw milk. How-

ever, in many cases, domestic enterprises are not able to overcome the entry barriers to foreign markets themselves not only because of the low quality of the goods / services, but rather because of their inability to adapt to the requirements of these markets, especially EU standards.

Assessing the potential opportunities for Ukrainian companies to enter the European market it is difficult to do a clear conclusion. Here can be distinguished at least two problematic aspects: the expansion of new markets on the base of price competition tools; competition at new markets by improving the quality and safety of dairy products.

Problems of exports of domestic dairy products on world markets are associated with the insufficient use of mechanisms of state regulation and the absence of government support, appropriate legislative framework that would allow domestic companies to develop the dairy industry and facilitate their access to international markets.

To improve the situation there are reforms in the budget, tax, investment, financial and credit policy and improvement of the legal framework are proposed that will promote positive changes in the milk market.

Thus, during the output of the domestic dairy enterprises to foreign markets, there should be a thorough analysis performed to define the existing barriers and implement the ways to overcome them.

## ECONOMY AND OPERATION OF NATIONAL ECONOMY

### Features of foreign investment attracting to agrarian sector of economy

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Investment activity is the most important factor of economic growth, improvement of economic situation in the country and well-being of population. In the agrarian sector investment activity serves also as a way to ensure food security of the state, guarantee of its branches development and environmental protection. An improvement of economic situation in our country is possible on the assumption not only of renewal of full-fledged agrarian investment process, but also of providing that level of investment activity, which would allow compensating for a deficiency in investment of the past decade and satisfying current volumes of needs in investment resources.

The article studies tendencies of foreign investment attracting in the state economy by separate types of economic activity, and in the rural economy in particular, analyses structure of foreign direct investments from certain countries of the world. In Ukraine the attractiveness of foreign investments in 2014 comparatively with 2010 is increased by 42%. But there are substantially growing investment in industry, building, wholesale

and retail trade, repair of vehicle and motorcycles, transport, warehousing. In the rural economy foreign investments are also growing, but at a slower pace rather than in the average economic complex, which first of all concerned with risks of agrarian activity. The main investors in Ukrainian economy are Cyprus, Great Britain, Germany, France, Poland, Virgin Islands, and the USA. For the last 5 years the biggest amount of foreign direct investment in rural, fish industry and forestry of Ukraine were directed from Cyprus – 40%.

Also considered main problems preventing wide-ranging attracting foreign investments in the agriculture of the country and proposed main ways to solve them. The author noted that income of foreign investments will allow improving state and effectiveness of the national economy and rural economy in particular, promote attracting innovative technologies, improvement of quality of processing and preservation of agriculture products, use of resources, internal market saturation of high quality provision, creation of new jobs and gradual raising of state export potential.

## Classification of social innovations with focus on their controlled introduction

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Characterized the role of social innovation in the implementation of national development innovative model and highlighted deterrent aspects of its implementation. It is determined the lack of efficient system of management of social innovations implementation as a reality that does not correspond to requirements of sociality provision in the state of a socialized type. It is found that innovative insufficiency signals of social character are caused by the destructive actions of management structures over the imperfect methodological foundations of descriptions of areas where emerging needs in social innovation. Done the critical assessment of the existing classifications of social innovations for the purpose of embedded instrumental potencies on an adequate response to the made destructive aspects in ensuring social dynamics. Grounded concept of common classification of "social innovation" in the plane with such objects as the

productive forces, production relations and economic mechanism. Generalized theoretical and methodological material concerning formation of sources of "social innovation". Methodological emphasis is made on the fact that socio-innovation processes exist as relations between subject and object. Subjectivity is an integral assessment of capabilities of individual or any community to act independently in social progression and is right only when social innovation affect the interests of others. Scale and degree of personalization of social innovation depends on that fact to which subject this social innovation is tied. Essence of the object of innovation with social overtones and features of subject-object interaction through relationships, values, institutes and institutions are revealed. Actions to be implemented in order to improve institutes and institutions for enhancing social innovation according challenges of time are given.

## **Regulation of national economy on the basis of sustainable development**

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Currently in Ukraine there is a need for regulation of the economy on the principles of sustainable development in view of the structural imbalances in the economic system caused by unsustainable financial policies, lack of institutional mechanism to use innovation and investment potentials and so on. Many destabilizing factors of instability caused economic systems of the country at different levels of the cyclical nature of these systems.

We know that public administration and economic regulation is intended to enhance and update the use of all available resources, opening new market and social opportunities, creating enabling environments, supporting a favorable environment to improve efficiency and increase quality of life.

Studied that in Ukraine the realization of sustainable economic development is realized through more than six of regulations that currently the process of sustainable development. In this regard were given the structure of the sustainable development strategy to support the national economy.

As a result of the analysis, it was suggested that the interaction of social and economic components required to achieve fair-

ness in the distribution of wealth between people and providing targeted assistance to the poor segments of society. Relationship environmental and economic components require valuation of anthropogenic impacts on the environment. Reform and restructuring of economic and other activities shall include materials on a comprehensive assessment of their impact on the environment and public health. It was suggested that the calculation of new indicators such as sustainable development index or index exploitation of the environment on the basis of our research will give more opportunity to explore the impact of the economy on the environment.

In conclusion, this study was given solving the problems economy through sustainable development, namely the creation of a new model of production and consumption that promote the efficient use of energy resources, reduce pressure on the environment. In the future, the most urgent task in the field of sustainable development is to determine the conditions and ways to implement the transfer of the national economy on the track of energy and resource conservation as part of the Energy Strategy of Ukraine till 2030.



## Trends of land lease relations development in agriculture of Ukraine

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Conducted reform of the agricultural sector Ukraine ensured the transformation of property relations and on this basis – the gradual development of lease land relations in the countryside. However, long-term operation and distribution of lease land relations in rural areas has not provided the active development of the land lease, which for a long period is in its formative stage.

Lease of land as a form of industrial relations in rural areas was at the first time legally enshrined by the Land Code Ukraine in 1992. Land lease has the following characteristics: presence of land lease agreement; tenant's acquisition of rights of ownership and use of land; payment for land use (rent); definite period of land use (clearly determined land lease term). It is the presence of all above mentioned features that ensures the implementation of land use relations, including land lease relations in accordance with the current land legislation.

In terms of incompleteness of the agricultural sector reforming, the process of effective land use escalates and takes on new

meaning, namely organizational, economic and environmental. Conducted researches allow stating that the current use of land resources in agriculture is carried out with significant violations, such as: do not adhering to the rules of rational land use and protection; almost missing is the implementation of agricultural production based on scientifically grounded crop rotations and technologies; part of agricultural land is not used for the intended purpose because of the distance, inconvenient passages, low efficiency, and so on.

Thus, the prerogative of the further development of lease land relations in the agriculture of Ukraine should be solving issues relating to their formation on a competitive basis, discussing disputes between owner and renter: establishing the optimal amount of rent, forms of payment, terms, compliance of parties with contractual obligations, conservation and sustainable use of leased land, development of agricultural production crediting mechanisms, improvement of the current land legislation and so on.



## The essence of state regulation policy promoting enterprise cost management

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The article revealed the essence of state regulation of the economy, which is interpreted as state intervention. The concept of state regulation of the business sector in which we understand the activity regulator (state) in respect of facility management (business sector) to achieve a certain goal, the desired result. The necessity of government regulation of business, which is justified by several factors: financial security threat due to uncontrolled export money abroad, the increase in cash circulation within the country; the development of "shadow" sector, establishing ties with criminal organizations and "laundering" funds; spraying and inefficient use of scarce resources, "parasitic" use of resources belonging to the State or to other businesses; failure to comply with the quality parameters on product properties again through cheaper production, inadequate production processes, source control; the threat of technological and industrial security of the state associated with the production, storage and use of the product; Structural deformation of human resources, diversion of skilled labor, non-compliance with safety, resulting in the loss of human potential investigated that the basic principles of state policy in the policy of promoting enterprise cost manage-

ment should be: the principle of consistency and complexity of the mechanisms of government business development; prioritize national interests over personal; legality in the exercise of management; equality of all forms of ownership and equal access to raw materials, material and financial resources; inviolability of property rights; focus and targeting of public support for the implementation of these priorities. It is noted that the implementation of a particular purpose control state uses a combination of methods by which it affects business. All methods of government policy in promoting business expenses are divided into two groups - the administrative and economic. It was found that state regulation policy promoting cost management business has the following main functions as: organizational, protective, stabilizing. By combining the main features of state regulation of business sector expenditure on all three approaches, the essence of the author's determination is that the costs of government regulation of the business sector are systemic interrelated set of methods and tools for activities supportive, compensatory and regulatory activities in the targeted states effects on the building costs of the business sector.

## Criteria for granting state support of electrical energy industry

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To ensure sustainable development of the electrical energy industry the research of criteria issues for granting state support of electrical energy industry becomes particularly relevant.

The basic concern of the article is a substantiation of objective criteria for granting state support of electrical energy industry in accordance with the current functioning conditions and development prospects of electrical energy industry.

In the article there was formed the scheme of for granting state support of electrical energy industry, which includes as criteria, that correspond the trends of the State Energy Policy World Energy Trilemma, as additional criteria proposed by the author that complement the list of these criteria: energy security, environmental capacity, energy equality, economic efficiency and innovativeness. The process of state support providing of sustainable development of electrical energy industry based on the evaluation of sustainable development potential of supported objects using criteria of energy security, environmental capacity, energy equity, economic efficiency and innovativeness was presented schematically.

An estimation method of the feasibility of state support providing of sustainable development was suggested. By the resumptive criterion of the feasibility of state support pro-

viding of sustainable development is meant the estimation results of the basic technical and economic markers of the activity of the object of potential state support based on the definition of general indicators through the use of the system of statistical indicators and expert survey method. Its value and the way of its treatment should answer the question whether the state support of specific object is rational, measures and forms of support that is the basis for the inclusion of the object to sustainable development programs, planning and budgeting of funds to activate the support tools.

Determination, substantiation and implementation of the criteria for state support of sustainable development (energy security, ecological capacity, energy equity, economic efficiency and innovativeness) and the determination of resumptive criterion based on the presented criteria have a clear methodological and practical importance:

- Data for the evaluation of the activity of the object of research for these criteria is available among the indicators of development;
- As a whole, these figures are widely describing changes that occur at the level of the object of research;
- They reflect the real picture of dependence of adoption of specific management decisions with regard to range limits.

# Macroeconomic evaluation of the role of Ukrainian agricultural sector in the development of national economy

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The article analyses the dynamics of the most important development indices of agricultural sector of Ukraine in 2007-2015 years. In the reporting period there has been an increase in the share of agriculture, forestry and fisheries in the structure of gross added value from 7.2 to 11.7%. Agricultural products and food came in the first positions in Ukrainian export. In 2015, their share in total exports of the country was 38.5%. Over 17% of the employed population worked in agriculture. More than  $\frac{1}{4}$  of all investments in the economy are aimed at the development of agriculture and the production of food and beverages. These trends indicate the growing role and influence of the agricultural sector on the formation of macroeconomic parameters of the national economy.

The necessity of creation of an integrated management mechanism of domestic agricultural sector is proved. The content of the main components of such mechanism, namely manufacturing and technical, organizational and legal, financial and economic, social are defined. The attention is focused on the crucial role of the investment as a factor in maintaining and preserving the positive

dynamics of the development of the agricultural sector of the country in the coming years.

The approaches regarding the encouragement of the investment activity of economic entities in the agricultural sector of the national economy are developed. The use of level indices of technological production is proposed as the main criterion for differentiating of different kinds of preferences to entrepreneurs.

The results of the study proved that the implementation of targeted state agricultural policy will increase the pace of development of the agricultural sector; arrangement of conditions for its transformation into a "powerhouse", able to pull all of the national economy on a growth path; the solution of a number of macroeconomic problems in the state.

Further scientific research should be concentrated on the economic justification of specific targeted instruments to encourage investment activity of certain groups of entities, including foreign entrepreneurs, and making appropriate modifications to the current Ukrainian legislation.

## Innovative-investment policy of the state: the state and features of development

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The essential difficulties, which national and global economies faced recently, underscore the need of careful attention of society, business and the government to the problem of innovation and investment development. At the present stage of development, not only promotion of attracting investments from all sources is required from a public administration system, but also a control of their intended use, which allows to intensify industrial and technological factors of economic development, social, scientific, organizational and natural as well.

The formation of a state innovative and investment policies plays a significant role in the development of the national economy. As the result of the implementation of innovative-investment policy appears a significant change in the structure of the economy and increasing role of industrial sectors.

State innovative-investment policy is the activity of the state aimed to improve state regulation, development and stimulating innovation through its investment for sustainable balanced growth efficiency and competitiveness of the economy, solving problems of social and economic development.

Innovative-investment processes in Ukraine's economy are occurring slowly today. The analysis of statistical data of innovative-investment activities in the industry of Ukraine for the period 2000-2014 years submits this.

Today there is a fairly passive attitude of the authorities to stimulate innovation processes and support high-tech industries. This leads to extremely negative structural changes in the economy, the decline of high-tech enterprises and the dominance of low-tech – the raw companies.

The analysis shows that investment and innovation are interrelated and interact, but the effect is achieved only when major amounts of investments are directed at technological structure of the economy, that provides priority development of higher technological structures. If investments by its structure do not meet the technological structure of production and are not intended to improve it, they cease to be the basis for economic development.

Government support plays very important in the development of innovative investment activity. The effective system of taxation should be created to ensure the appropriate level of stimulation of innovative investment activities. The tax stimulation of innovative and investment activity must become a key part of the state innovative-investment policy.

Ukraine belongs to countries with high scientific potential, so the priority for activities of public authorities should be creation of conditions not only for increasing of such potential, but primarily its maximum realization in the public interest.

## ECONOMY AND ENTERPRISE MANAGEMENT

### Modern trends of corporate social responsibility

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The article deals with the issues of practical implementation of the principles of social responsibility and determine the benefits of implementing CSR. The basic levels of formation of social responsible enterprise are determined: legal, functional and strategic and public. It is found out, that formation of CSR - is a complex and multi-layered process that requires a lot of effort and lasts for a long period of time. The following main components of CSR are determined: the enterprise is responsible to the whole society about the preservation of the environment; responsible to consumers for the quality and safety of enterprise's production; responsible to the local community for its contribution to socio-economic development of the region; responsible to employees of the company for a fair and intime payment, safe working environment and formation of optimal conditions of personal development and career growth. It is emphasized that only a successful, profitable company (in other words, perfect) can use the principles of CSR. Social responsible approach to business has primarily include: provides

customers with safe and high quality products (services); gives a guarantee of safe labour conditions and investing in human capital; compliance with laws and regulations; care of the environment; leads effective business to improve competitiveness in the interests of the company in particular and society in general.

The ways of government support for practical implementation of CSR are highlighted.

The following main components of the positive impact of CSR on business efficiency as improving corporate image are listed; implementation of long-term relationship; innovation; domestic manufactures move to world markets and attract foreign investment; ensuring the economy; increase staff loyalty; improve management and minimization of non-financial risks.

It is emphasized that corporate social responsibility should take into account the interests and enhance the quality of life for all parts of concerned companies and CSR principles must be implemented in the activities of companies based on a systematic approach and should be integrated into all of its business processes.

# Topical issues of management of enterprises of housing and communal services in modern economic conditions

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In terms of permanent transformations and effects of the financial and economic crisis, development of housing and communal services - one of the most important social-oriented issues, the solution of which requires concerted action. Housing and utilities creates the necessary conditions for normal life and activity of the population as the main productive forces of society. Therefore, the results of enterprises Housing determining socio-economic indicators of social development. This article is devoted to current issues of development management of housing and communal services.

Analyzed and systematized the main problems of modern housing and communal services. Imperfect system of housing and communal services, slow pace of reform has led to the industry that businesses can not operate effectively in the current economic conditions provide consumers of services and quality that a comparison of their cost, the risk of industrial accidents. The transformation into a modern economic environment requires the reform and development of housing and communal services of Ukraine as a whole, taking into account national and regional characteristics and experiences of developed countries. Studied international

experience of housing and communal services.

The application experience management enterprises Housing developed countries of the European Union and the world will increase the potential for enhancing new forms and areas of mutual cooperation in the sphere of housing and communal services, involvement of regions and economic entities of Ukraine to implement joint projects and receive financial support such projects by the European Union.

The recommendations on the formation of model development management of housing and communal services. In the context of developing and implementing the strategy Enterprise Management Housing opportunities are determined using scenario development approach is represented by the definition of priority directions of development. It should develop and implement a management model housing and communal services, to determine the conditions of their use, including aspects of the negative effects of the financial crisis, the technology business, especially the organizational structure, organization of workers, lines and circuit implementation of the contractual relationship and interaction with stakeholders.



## **Administrative management as one of the directions of modern management**

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Take into account the changes occurring in the market and environment in general, condition of successful activity of the enterprise is a timely response to these changes, which often is situational. To this end, the company needs to implement modern technologies of administrative management. However, the system of administrative management of domestic enterprise is in its infancy and the administration process requires adjustments and improvements. This is due to the choice of research topic.

Today there is no consensus among scientists about the meaning of «administration», which leads to a variety of views on the interpretation of the term «administrative management». Based on the assessment of the views of scientists on the content of the administration formulated the author's vision of this concept. So the administration is the management process of compliance complex provisions, restrictions, procedures and other forms of determination of action of staff to ensure the stable growth of the enterprise

or organization. According to one approach, administering a dedicated staff, and according to another – relationship, relationships, functions, procedures, laws, documents, structures, forms.

The analysis of approaches of scientists of the content of the definition «administrative management» allows identify the main approaches to the interpretation of this concept. So one of them associates administrative management with governance activity, another - administrative functions, orders. There is also a view that «administrative management» covers the functions that perform senior level. The noteworthy approach whereby the administrative management is responsible for the organization and regulation of the management process.

Based on existing approaches of scientists and own researches formulated the author's vision of the interpretation of the definition «administrative management». Features of administrative management compared with the overall management.



## The components of modern marketing distribution policy

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This article describes the marketing distribution policy (MDP) for enterprises in a market economy. It details the genesis of the policy including its fundamental and practical problems. Studying the policy will allow a better understanding of the market process being developed all around the world, including Ukraine.

The work analyzes the objectives of marketing distribution policy and its classification in the work of Ukrainian and foreign scientists. I believe Ukraine is currently experiencing a need to introduce the changes that will have an impact on its future economy. Knowing the essence and components of marketing distribution policy will create a better understanding of the needs and challenges facing today's businesses, and help to develop an effective plan to address them. Marketing activities being used in planning, production and promotion of products is

an integral part of the distribution policy in marketing.

The concept of marketing distribution policy first appeared in the mid-20th century. Since that time changes and additions have been made to it. Among the scientists who have given significant contributions to its development are Belovodska A.O., Gudzenko N.M., El-Ansary A.I., Koflan T., Krikavskoi E.V., Pavlenko A.F., Petrun Y.Y., Primak T.A., Stern L., and many other economists. An analysis of scientific publications [1-8] confirms the importance of the research of these policy problems.

The article analyzes the components of marketing distribution policy and its separation based on the work of Ukrainian and international scientists. It proposes two different approaches for the separation of modern marketing policy components. The strengths and weaknesses of each method are discussed in this work.

## **Methodology of formation of strategy management cost of gas distribution companies**

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In the general system of indicators, which characterize the efficiency of gas distribution companies, the cost of gas production and supply is significant. In the regime of strict economize and constant increase of gas price, the problem of cost control got a new meaning.

In the condition of economic uncertainty the cost management of gas distribution companies (GDC), not only gets particular relevance, but also a strategic nature. The last one grabs the managers' attention on issues related to the prediction of the likely costs of enterprises to medium and long-term perspective, taking into account possible changes in macroeconomic and sectoral situations; needs and quality requirements of consumers and fracturing services.

The basis of the strategy should be a bigger model, its basic fixes link between the results and the costs spent on its achieving, furthermore, the basic condition of the strategic development of gas distribution companies has to be ensured-increase the efficiency of management according to these indicators, quality of services and well-timed completeness of consumers. Defining of quality indicators and its manage-

ment require calculating of the coefficient of reliability, customer service rhythm, level of (completeness) customer satisfaction and more. An important condition of the development of strategy of gas distribution companies growth should be a gradual improvement of the quality characteristics of their work. An important point in the development strategy of GDC, and hence the cost of its implementation, is a realization of market research and identification of prospects of strategic customers of GDC, possible changes of the gas resources requirements, the possibility of new customers, changes in the demand for gas services on the gas markets etc.

Therefore, the methodology of forming GDC cost management strategies involves the use of marketing research in the areas of studying the needs of consumers in the region, industry pricing policy; determine the strategic position of GDC according to certain types of services in regional gas markets; identify strong and weak points of the company, alternatives to satisfy the needs of consumers; development and implementation of a strategic plan to increase the efficiency.

## The profit management system as a condition for the effective operation of the company

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The study is focused on the role of the profit management system in the effective operation of the enterprise. Were determined that the profit serves as a general indicator of financial results, reflects the final monetary value of production and financial activities of the enterprise. It was found that the value of the company's profit is affected by many factors that must be considered in the management process. These factors are conventionally divided into two groups: external and internal. It was established that profit management is the process of preparing and adoption decisions about the formation, distribution and use of profits at the company in order to maximize the welfare of the owners of the company in current and future periods. The main tasks include: evaluation of the profitability of industrial and commercial activities of the enterprise; identification of business risk; ensuring the maximization of the profit within the capabilities of the enterprise resource potential and limitations of market conditions; ensuring the optimal proportionality between the level of income and acceptable level of risk; ensuring payments of high-income to owners of the company; ensuring the formation of sufficient financial resources from the profits according to the objectives of the company in the long term;

ensuring the constant growth of the market value of the company; identification of reserves of profit's increase at the expense of industrial activities, investment and financial transactions; strengthening the competitive position of the company by improving the efficiency of distribution and use of income. Were formulated the principles of formation of the profit management system, including principles: integration, continuity, systematic, complexity, dynamic management, variability in approaches of preparing of individual management decisions and focus on the strategic goals of the enterprise development. It was established that an effective profit management system contributes to stable operation and development of the company through: improving the welfare of the owners of the company; ensuring the growth of the market value of the company; increase its investment attractiveness; implementation of profit distribution in accordance with the development strategy of the company; ensuring the effective impact on labor activity of workers which is carried out by the worker's participation in distribution of profits; increase of level of solvency of the enterprise; risk reduction activities; implementation of social development of the enterprise; replenishment of financial resources of the company.

# Features development and implementation of strategy of innovative development engineering companies

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The article is a systemic factor analysis of the development and implementation of innovative strategies of engineering enterprises, defined risk factors and external and internal environment, provided a comprehensive modernization, conversion study in the field of new technological modes.

Determined that with the current economic conditions associated with the inclusion of companies in the engineering industry globalization of the world economy, it is appropriate to allocate the following strategies: integration, diversification, innovation.

Of the three aforementioned strategies of machine-building enterprises innovation strategy certainly has a significant advantage over other strategies. At the same time it has certain characteristics and risks associated with exposure to factors external and internal environment. Features of the factors and risks external and internal environment affecting the adjustment strategy of innovative development of engineering enterprises are:

1. Factors and risks of the environment: changes in the world market of engineering products; the negative impact of the global financial crisis on the domestic engineering; higher prices for imported raw materials, components and energy; Technological backwardness of domestic engineering enterprises of brands; the impact of transnational corporations on the dynamic development of export potential of domestic enterprises; restrictions in the use of advanced foreign technologies for the modernization of domestic enterprises; unequal economic

conditions of entities under common customs and economic space of Ukraine; infringement external suppliers timing of contracts with enterprises of mechanical engineering; underdeveloped distribution network and service centers in foreign markets.

2. Factors and risks internal environment, inadequate real needs of the market, trends in technical, scientific and technological development missions choice and innovation strategies of individual companies; insufficient level of innovation with a comprehensive modernization of the machinery; shortage of professional personnel qualified workers and specialists in the field of new and high technologies; low efficiency of the continuous training and retraining in the mechanical engineering; low level of innovative activity significant part of the staff of enterprises; lack of financial resources, raw materials for new projects; incomplete compliance management structure developed strategy of innovative development; poor information and scientific support innovative projects; bureaucratic obstacles for the development and coordination of construction documents; lack of motivation and incentives for real innovation for certain categories of personnel of enterprises; imperfection of the legal framework of innovation and innovative development of the real economy.

The above factors and risks external and internal environment can be overcome by using a universal strategy for competitive advantage through leadership, conceptual framework, which developed Porter.

## Control mechanism of enterprise's loan capital management

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The relevance of the topic is caused by changes in the economy of Ukraine and economic potential of local enterprises increasing. Such economic potential of local enterprises increasing is possible only when businesses attract loan capital. Recently, the rapid development of economy requires from businesses an expanded reproduction, updated manufacturing process, adoption of justified management decisions.

The rapid development of market economy and forward development of technology stimulate Ukrainian enterprises to develop strategic plans of business activity and to raise amount of goods or services. But the most effective way to expand the borders of their own activities is to attract loan capital, which is accompanied with the number of risks.

Problems of forming of enterprise's capital required size, risk assessment associated with the structure of capital were highlighted in works of prominent economists, such as Franco Modigliani and Merton Miller.

The publication is devoted to research management mechanism of borrowed capital of the enterprise by analyzing the capital structure which used by the majority of local enterprises.

In order to achieve this goal is necessary to perform complex tasks, such as: management decisions related to the involvement loan capital, the study of operative interfer-

ence in the management of debt, forecasting all possible risks and losses associated with loan capital.

Nowadays a lot Ukraine enterprises in order to increase the amount of goods and services refer to debt capital. They do not predict all possible risks and losses beforehand, which is extremely fatal step for the majority companies.

The aim of the article is to establish proposals to improve the financial situation of Ukrainian enterprises on the basis of the analysis of financial leverage.

The object of research is the process of analyzing the financial leverage.

The subject of research is the methods and techniques of analysis financial leverage of the Ukrainian enterprises.

Article is focuses on the theoretical knowledge and practical skills of management and analysis of financial leverage in process of company activity. The issues and factors related to the analysis of financial leverage were considered. Foreign experience of process management and analysis of financial leverage were studied. Suggestions and recommendations of improving the mechanism of the financial leverage of the company were offered.

Research methods are the searching of necessary information, its classification, grouping the metrics, comparing, methods of induction and deduction, synthesis method, system analysis, economic, factor analysis.

# Market strategy shaping in the system of securing the sustainable development of agricultural enterprises

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The paper is devoted to the issues of shaping the market strategy in the system of measures aimed on securing the sustainable development of agricultural enterprises. Main components of the strategy along with the stages of its shaping were unveiled. Efficiency of the approach was shown by the example of successful agricultural company. Main conclusions of the conducted research are following. The distinct feature of current situation for agricultural entrepreneurs is combined influence of a number of adverse factors, namely: global and domestic economic decline, uncompleted agrarian reform, foreign armed aggression, negative demographic trends. Meantime the situation on international food markets remains mostly favorable for food producers. Experience of the successful enterprises shows that their efficiency relies on the proficiency of their managerial staff, their skills of balancing motives and goals of the enterprise with local and global markets demand. The principles of sustainable development are not always taken into account. It leads to acceleration of the environment degradation process, tight-

ens relations of an enterprise with local communities and threatens long term perspectives of agricultural enterprises. Taking into the account the sustainable development principles when in the process of substantiating market strategies of agricultural enterprises allows to reach the balance of conditions of securing requirements of production efficiency with demands of local communities along with securing long term perspectives of such enterprises. Successful agricultural enterprise relies on thoroughly grounded market strategies when shaping its production program. The key elements of such strategies are the mission, goals and vision, strategy and tactics of goals accomplishment. The coherence of market strategies with the sustainable development principles lets enterprises to perform a harmonization of economical motives of the enterprise with the local community needs. In such way the agricultural enterprise improves its long term perspectives of successful operation.

Key words: agriculture, market strategies, sustainable development, economy, marketing.



## Approaches to the enterprises' development: a methodological analysis

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Scientific approaches concerning the enterprises' development under modern conditions are analyzed in the paper. It is found out that innovative, economic, strategic, marketing and competitive approaches are the most common ones to be used. The expediency and limitations of their use are substantiated. It is stated that the approaches being studied possess significant advantages in use, but they usually represent only some aspects of the enterprise's development. The analysis of the scientific papers concerning interpretation of different approaches to the enterprise's development makes it possible to state that the results of innovative activity are aimed at ensuring the competitiveness of enterprises and the fullest use of the available production capacity in the process of development; innovative approach to enterprise's development should be considered through its innovative potential; formation and implementation of innovative models of the enterprise's development are related to innovative policy of the government; innovative approach to the enterprise's development should pass predetermined stages. The economic approach is based on the ideas that: enterprise's development should be carried out so that all changes that occur in the enterprise allow it to maintain and improve the profitability and stability; economic growth is a main criterion for the development to take place at the enterprise. The main concepts of the strategic approach are as follows: the

formation of the enterprise's development strategy should include such stages as analysis of the external environment and state of the enterprise potential, determination of the development aims and objectives as well as criteria for their achievement and available recourses needed; identification of risk and force majeure factors and measures to be undertaken for their neutralization; it's a system approach; its elements are the preparing of available resources to the future possibilities, obtaining of competitive advantage over competitors, development of products that will be demanded and recognized by consumers. It is stated by some scientists that the enterprise's development is ensured by the development of marketing activity. Marketing approach determines a vector of the enterprise's actions concerning consumers and competitors and is not only a mean of competition, but also an intangible asset. As to the competitive approach it is viewed by the scientists as the potential in acquiring leadership in the markets of finished products, capital markets, labor market and market of technologies and processes. Under modern conditions competitiveness is a criterion for enterprises' effective development.

It is determined that the need for the enterprise's adaptation to new functioning conditions dictated by the external environment in the process of innovative, economic or market changes is a common feature between the studied approaches.



## «Comply or explain» approach in code of corporate governance's enforcement in UK

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The article investigates 'comply or explain' approach in code of corporate governance's enforcement in UK in terms of it possible use in Ukraine. As UK leads the corporate governance discourse throughout the last decades with first corporate governance code ever attached to 'comply or explain' approach, and then with stewardship code it is worthy to analyze it experience having in mind it potential use in Ukraine. We found that this approach has very high efficiency in UK - 90 per cent of FTSE 350 companies reporting that they were either complying with all, or all but one or two, of code's 54 provisions, full compliance among FTSE 350 companies in 2015 57%. We aver that one of the critical aspects of 'comply or explain' concept is that it is not the job of

any regulatory body to assess companies. The onus is on the markets generally and the company's shareholders specifically to police such compliance or explanation. The main drivers behind it are market pressure in case of non-compliance, active shareholders ready to push company to full compliance, and high quality explanation of non-compliance. Efforts of FRC to mobilize the shareholders through Stewardship code in light of stark changes in ownership of UK quoted shares have been discussed as well as its attempts to rally market participants to form common understanding of what constitutes explanation. Given that the foregoing prerequisites are absent in Ukraine, we infer that this approach cannot be used successfully in Ukraine in its pure form.

## **Gamification: the efficient technology of influence on customer loyalty of restaurant services**

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Progressive modernization and informatization of society carry out significant influence on activity of enterprises in modern conditions. As a result, leaders of Ukrainian business units have to apply the latest marketing techniques and methods to achieve desired goals and objectives and to survive in competitive environment. Now one of the main purposes of marketing of institutions of restaurant industry (IRI) is development and improvement customer loyalty to restaurant services. Thus, modern restaurant managers use a lot of tools and techniques of different character and different effectiveness to achieve the objectives of businesses.

The essence and importance of gamification as one of effective technologies of influence on customer loyalty of restaurant services is investigated in the article. The actuality of application gamification in business usually due to technological innovations, mass distribution of smartphones, high effectiveness of mobile marketing, popularization of social networks and easy access to the Internet in general. Besides playing methods of interaction with customers, which include gamification too, allow to transform average consumer into loyal client.

The interconnection of gamification and

modern loyalty programs is investigated by authors in this publication. Specifically close link of this gaming technology and loyalty bonus programs is presented, the benefits and effectiveness of bonuses and its impact on the minds of consumers compared with traditional discounts is argued. Also, basic structural elements of gamification is defined and specific of application of this gaming technique in restaurant business is characterized.

Basic principles of implementation gamification in institutions of restaurant industry's activity is distinguished by authors, besides examples of approbation of some elements of gaming technologies of domestic enterprises of restaurant industry (ERI) is presented as well. In addition, major problems of restaurant business that can be resolved by applying of elements of gamification is systematized by scientists in the article too.

So, today gamification technology is one of the most effective marketing techniques of influence on customer loyalty. But using some elements of this technology in restaurant business allows not only to ensure long-term customer loyalty, but is important and cost effective marketing measure for the company.

## Project rebirth of pigs complex

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In this article research the basic principles of the pork industry and proposed stages and sequence rebirth of swine farms. Theoretical - methodological basis research of this problem is main thesis of dialectic knowledge economic processes in field of agricultural production. During the process of writing, this article had used different methods including analysis and synthesis, graphic, account - constructive abstract - logical.

Traditionally in production of meat and its processing products great part occupies swine both intensive and efficient livestock industry. Pork belongs to the group of the most energy products allowing rapidly increase daily caloric consumption of food.

The most effectiveness way of business activity in new economic conditions on pork production is the selection of systems and forms large pork production. Based on this research have been design «Project of pork production» without defining specific object. Lets coment that this project not reduced to a purely mechanical "simple filling space", but provides restructuring of production on concerning the legal status of property organizational structure, structure of production pro-

gram and capital implication, staff structure, fixed assets etc.

The task set before us is not to develop a model of a new type of agricultural business for such business were already as porkproducing complexes including closed-type production. Has been saved buildings livestock farms, which can be employed after appropriate renovation or repair. In this case, refers to the model of production - from its initial to final stage where the starting position is reduced to a business plan. That model serves as an imaginary construction phenomenon that occurs only under certain conditions.

The purpose of the formation that we offer is producing the maximum capacity of agricultural products through rational use of resources and other factors, according to local soil and climatic and economic conditions.

The main part of the program, which has built all the practical organizational and production activities includes determining the parameters of the production as a whole and its units provided ordering relationships of various elements of the system.

## The efficiency of using the land resources in the agricultural enterprises of Poltava region

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In the article the dynamics of the economic efficiency of using the land resources in crop growing and livestock industry of Poltava region is shown. The main indicators of efficiency of using the land resources for agricultural purposes are studied. The basic tasks facing agricultural production in the period of economic transformation taking into account national specifics of production in Poltava region are outlined.

Promising directions for improving the efficiency of using the land resources of agricultural enterprises are proposed.

The reasons of reducing the sowing and harvesting area, indicators of the profitability of production of major kinds of crop production are generalized.

The main way to achieve the future image of agriculture in Poltava region is the development and implementation of integrated regional program of reforms and agricultural development.

The main tasks facing today agricultural production of Poltava region are creation of the pricing system by organizing the projected agro industrial market; creation of the conditions for healthy competition; introduction of new technologies in the production; creation of the conditions for interest, both foreign and domestic investors; involvement of various forms of credit to small and medium business; usage of sanitary standards of

food quality; development of new distribution channels of products of agro industrial production; creation of new productive assets; increase of the quality of manufactured final production.

Reduction of crop production can be explained in following way: lack of well-defined state and regional policy of the development of related branches of agro industrial production; insufficient logistical support; significant rise in price of fuels and lubricants; lack of new machinery for growing crops (most enterprises work with outdated machinery and equipment).

Implementation of the assigned tasks will help to achieve the highest financial results in the food industry of Poltava region.

It is necessary to develop the proposals for improving the efficiency of using the land resources in agricultural enterprises based on scientific research, in accordance with international requirements in the interests of the state, society and the peasantry.

One of the main branches of agriculture of Poltava region are crop growing (grain farming, technical and forage crops) and livestock industry (pig breeding, dairy cattle breeding).

These branches, taking traditionally the most significant share in the structure of the gross output of this industry and in the consumption of the population of the region, require urgent and priority attention.

## The strategic directions of small entrepreneurship development in instability conditions

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The problem of small entrepreneurship development in conditions of economic instability is considered in the article. According to the World Bank Doing Business-2016 in the annual rating of ease of doing business in Ukraine took place 83. Key reforms that helped raise the rating is to simplify business registration (up 40 points). In 2015, the total number of enterprises in Ukraine decreased by 6.41 thousand. The reason is a crisis.

The main factors that make a decisive impact on the business environment are defined. Small business in the economic crisis has several advantages over other entities and is characterized by a number of drawbacks. Positive effects of the crisis consist in the following: expansion of the market of sales; stimulation of the development of domestic production; formation of new development strategies etc. Along with positive there are a number of negative changes: splitting up of small businesses to individual entrepreneurs; formation of unstable financial sector employers; shadowing entrepreneurship; unfair competition; reduction activities.

The strategy of small business should not be directed at reducing trade margins and costs, but to increase business activity and attract qualified personnel. The indicators that allow achieving common strategic objectives within a Balanced Scorecard are proposed. It considers an organization in four aspects: finance, customers, business processes, and personnel. To achieve improvements simultaneously in all indicators is very difficult. That's why within each strategic goal in four aspects of small businesses we offer to solve one or two problems.

Among the possible means to achieve the goal are the following: the product provides competitive advantages itself and service that accompanies the product that is additional value.

The strategy should be directed to increasing business activity and involvement of qualified personnel. These changes create positive attitudes and organizational culture. They contribute to survival in an aggressive environment, especially in a crisis.

## Future of statistics in applying during planning advertising

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The advertising campaign is one of the main forces to promote innovative product to market. A huge number of papers devoted to the study of the positive role of advertising in the business.

When planning an advertising campaign does not always correctly determined the object of its action, grouped and segmented the market and consumers.

Moreover, the outcome advertising affects a large number of factors. This causes baha-tofaktornist advertising process. As well as the variety of fillings and semantic definitions of advertising generates proportionally large number of linguistic variables that characterize the process of advertising communication and its effectiveness.

Planning of advertising is multicriterion process with multiple variables, so consider rational planning, primarily as a statistical model.

Application of simulation provides a complete picture of performance based on their mutual influence under the influence of a particular set of factors. On the basis of the calculation of the efficiency of the elements of planning an advertising campaign using statistical modeling can determine the time and achieve break-even point of maximum

efficiency, plan advertising budget from the standpoint maximum efficiency.

Most initial data for solving economic problems are making and expert opinions submitted phrases and words that linguistic data, so we must convert linguistic parameters in numeric expressions. It solves a problem and the theory of fuzzy sets.

Linguistic variable is a variable whose value is not a number, and the words and expressions that cause blurred and because they do not have a specific numeric value.

Methods based on linguistic variables relate to methods of evaluation and decision-making under uncertainty. Their use involves formalizing output parameters and process efficiency targets as a vector of interval values (fuzzy interval) falling in each interval is characterized by some degree of uncertainty.

Given the complexity and diversity of phenomena assessment elements of planning a marketing event is not possible to choose the best and reliable method that leads to the need to apply several statistical approaches simultaneously as solutions produced by one method could be improved by other means. Thus improves solution quality and reduced errors.

## Methods of study of marketing potential of trading enterprises

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The article is devoted to the study of marketing potential of trading enterprises. In the work of the authors of a systematic performance evaluation and analysis of marketing potential of the enterprise. Detailed methods and techniques for study of marketing potential.

In today's market the performance of the enterprise depends on stable market positions timely meet the needs of consumers and adaptation to changing external conditions of functioning, the introduction of non-traditional methods to evaluate the marketing potential to ensure long-term competitive advantage of enterprise activity.

The purpose of this article, the analysis of marketing potential of trading enterprises, the generalization of the existing methods of its study and the rationale for the use of value methods of assessment.

In the result of the analysis of indicators of financial-economic activity of one of shop-

ping of domestic enterprises has allowed to reveal that each of them is specific, its specific marketing environment, which should be understood as the totality of factors affecting the optimization potential of sales. To analyze the marketing potential we used the data of financial and economic activities and proposed indicators for their evaluation.

The authors found that the problem of analysis of marketing potential, determining the structure and value of marketing intangible assets in Ukraine is at the stage of formation and requires further development. Planning and implementation of marketing strategies of enterprises are necessary for survival in a competitive environment, this problem is practical.

Analysis of marketing potential is only the first step in the process of formation of strategy of development of marketing capacity, which will be the object of further research of the authors.



## Evaluation and image management of agricultural enterprises

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The word "image" comes from the Latin imago, related to the Latin word imitari, meaning "to imitate". The image can be considered in broad and narrow sense. In a broad sense it means a combination of natural and specially constructed object properties, and in a narrow - is deliberately formed image of the object which gave additional value and made it possible to produce the impressions of object relationship to it and its evaluation that are necessary to its creator.

The main parts of the image are responsibility, speed, efficiency.

It is expedient for agricultural enterprises identified these target audiences: consumers, business partners, investors, financial institutions, government agencies, staff management.

To assess the image we select PE "ACE Ukraina" which located in the village of Sloboda Burinskiy district of Sumy region. The agricultural enterprise has diversified specialization.

Using the methods of N. Anderson, which is based on the principle of integration of information we have assessed image SP "ACE Ukraine." For a complete and professional evaluation of image was invited 7 experts.

Algorithm for image evaluation of agricultural enterprises:

- 1) evaluation of product image;
- 2) evaluating the image consumers;
- 3) evaluating the internal image of the company;
- 4) evaluation of the image of the head;
- 5) evaluation of staff image;
- 6) evaluating the visual image of the company;
- 7) evaluating the social image of the company;
- 8) evaluating business company image;
- 9) rating assessment of influence of information to public opinion through the media;
- 10) comprehensive assessment of company image.

According to our calculations PE "ACE Ukraina" fulfills the conditions to maintain the image for 39%. This is negative for the economy and of further prosperity of the company.

Because PE "ACE Ukraina" is currently at the stage of "stability" so the management should pay attention to such measures as strengthening the image and maintain the traditions introduced in enterprise (team), constant communication with customers and partners, the introduction of new technologies, social activity.

## DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

### **Research of influence structural changes in national economy to gain imbalance professional distribution of productive forces in the regional market**

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The transition from a centralized system of government to decentralized regions increases the responsibility for making strategic and tactical decisions about their development. Should be noted that each region has its own unique, created for a long time part of the productive forces, and hence the possibility of each of the different regions. On the composition of regional productive forces is influenced by many factors, one of which is structural changes in the types of economic activities in the national economy. The scale and speed of these changes will create conditions to strengthen the imbalance of professional distribution of productive forces in the regional labor market, which is at an early stage can manifest itself through greater imbalances between supply and demand, both in the market of products and services, and the labor market. Thus, it is necessary to conduct research of these changes, by defining their speed, strength, and scale and form a complex regulatory measures

aimed at reducing the imbalance of professional distribution of productive forces in the regional markets. Conducted structural - dynamic analysis demonstrated that having a structural change by economic activity and the formation of a new structure of the national economy, in which the sector of services predominates.

Thus, there are prerequisites for the imbalance in the professional distribution of productive forces because of changes in the structure of economic activities on the one hand, and the backlog meets these new market requirements on the other. But, not only structural changes in economic activities affect the gain imbalance. Another prerequisite is the existence of a certain specialization in the regions that are part of the state system, so further research should identify the regions in accordance with their specialization, which will develop programs to address the imbalance of the professional distribution of productive forces in view of their special features.

## Regional development of Ukraine in conditions of globalization and European integration

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Interregional differences are caused by historical and geographical factors, uneven economic development and unequal potential. Since the beginning of market reforms, differences of regional development started to rise, due to both the presence of regions with different economic structure and imperfection of existing mechanisms regulating regional development.

The main purpose of the State Regional Policy of Ukraine at the present stage of development is to create conditions that allow regions to fully realize the available potential to make the maximum contribution to the national economy, to gain a competitive advantage in international markets.

Globalization leads to the development of innovative business that promotes integration in the European and global economy. It is therefore important urgent strategic tasks of national economic development should be raising product competitiveness

of enterprises in each region, providing innovation, modernization of production. All this acquires a special significance in the economic crisis.

It is necessary to develop the concept of ensuring the competitiveness of the region at the present stage of European integration of Ukraine to create an attractive investment climate. It is necessary decisive action on a comprehensive restructuring of enterprises each region. This will cause a significant increase in the market price of their assets and make them attractive to potential investors.

To make European integration of Ukraine took place efficiently, it is necessary to intensify constructive innovation process in the regions, to raise the prestige of intellectual labour, to develop various forms of innovative entrepreneurship in each region, which makes it possible to increase the competitiveness economy of Ukraine.

## **Formulation and implementation of regional economic system resource support strategy**

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The current stage of regions development in Ukraine, which is characterized by insufficient resource providing of economic security and sustainable development, pre-crisis or crisis state of certain sectors of economy, involves the choice of strategy of "survival" and strategy of economic agents' adaptation to changes in the internal and external environment.

As a result of the latter there should be modified a "genetic code" of the regional system – acquired new quality peculiarities: features, properties, abilities, characteristics that create conditions for the formation of a complete system of resources. Unfortunately, there has not yet been paid a proper attention to the problem of formation and implementation of the strategy of resource support of regional economic system.

Improvement of resource providing of economic security and regional sustainable development involves the use of strategic management mechanism at the regional level, including strategic planning. Strategy implementation is possible through the use of modern technology of management of resource provision regional system.

The current management situation in

the regions of Ukraine is characterized by a number of contradictions that are caused by that instead of administrative and command system there is not yet created a new – democratic management system, with a broad delegation of management functions to the local level, providing with logistical, credit, financial and other levers. In these circumstances, there is a sharp weakening of control areas, lowering of the prestige of regional administration, local government, and regional management.

To solve the existing problems it is necessary to optimize the structure and mechanisms of regional management resources system. It is managerial resources in a number of anti-crisis measures that now acquire paramount importance and can be considered as a priority. Management innovation, modern management technologies in foreign countries have long been seen as the main source of progress and civilized development, especially in times of crisis and renewal of social systems. Usually there are put forward different kinds of management projects, programs, management and social technology of recovery and development, including regional.

## Theory and practice development of definition of economic security threats in the region in transformation economic

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In the article is given a scientific substantiation of the concept of economic security threats that restrain development of the region and establishment of appropriate effective system that will help to develop an effective mechanism to prevent and minimize the effect of these threats. It is proved that the definition of the threats system upon economic security of the region is important not only to develop adequate measures within the regional economy, but also for everyday business entities that have to use this information in the process of development of management decisions.

On the base of the analysis of theoretical approaches to the nature of threats to regional economic security was found that under the regional threats to economic security are understood factors that make it impossible or significantly complicate implementation of economic interests of the territory what forms a threat for life support of social-economic system of the region. Threat detection and their elimination are priority elements of economic policy in the region.

It is proved, that for effective support for the process of economic security in the

region is needed constant analysis of a set of classifications of threats that are important for scientific and practical researches.

Are developed basic classifications of threats to economic security of the region and identified the most significant threats to modern social and economic development.

Was established that transformational conditions of economic management with economic security at the regional level - is the management with reproduction process, which is aimed to prevent threats, ensure safe and support to economically safe regime of functioning of social-economic system of the region.

It is proved that one of the priorities of regional management is identifying, monitoring and forecasting of factors that influence the development of the region. Appropriate measures should be based on a clear understanding of threats to the economic security of the area. According to characteristics and state of threats, are determined structural elements of the system of economic security ensuring and also location, functions and tasks of each of them in countering to these threats.

## ECONOMICS OF NATURE USE AND ENVIRONMENTAL PROTECTION

### Theoretical basis of ecological social production

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The growth of social needs necessitates intensification of industrial activity. Use in practice economic activities of traditional intensive technologies, outdated technology leads to a deterioration of the ecological state of natural resources. The introduction of social production will contribute to greening the environment, improving social and economic indicators.

We believe that the greening of social production - a complex of measures to ensure the use of such techniques and management methods aimed at a balanced development of the ecosphere and playback environment.

To develop conceptual provisions for greening public production must first implement the enterprise environmental culture. In its activity the company uses a significant portion of natural resources, carry out harmful substances, so they are very relevant question their compliance processes environmentally friendly standards. Efficiency greening public production may provide through a combination of market and state management.

Therefore, a prerequisite for greening pub-

lic production is environmentally safe activity. You must develop a balanced state environmental policy aimed at reducing the negative impact of social production on the environment and create the enterprise management mechanism greening of social production that includes: goals, objectives, object, subject and tools greening.

For effective implementation of the greening of social production must develop and implement an appropriate mechanism for enterprise management ecologization. It is advisable to introduce an environmental culture, introduce new ecologically and energy efficient technology, innovative design. Strengthening social production greening will promote the enterprise of modern science and technology, along with raising environmental thinking among consumers. This will increase the environmental safety of our country, improve the ecological situation in Ukraine, development of environmentally sustainable natural resources, increasing environmental awareness of citizens and achieving safe for human health of the environment.

## Institutional support of gas market in Ukraine

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The article analyzes the features of institutional support, the directions of reforming the gas market in Ukraine in 2014-2016 years and its impact on the national economy. It was established that by 2014 the main document regulating the development of the national gas market was the Law of Ukraine "On the foundations of the natural gas market." However, it was not relevant to Third Energy Package, which the international community adopted. As the result the international institutions, which are the main creditors of Ukraine, started to demand reforms of this sector of the energy market and change of functions national company "Naftogaz of Ukraine". Main directions of reforming the gas market in Ukraine in 2014 listed in the Coalition Agreement, Strategy Development "Ukraine-2020". In these documents one among the priorities of the strategic and tactical development of national energy is the diversification of energy sources, reduction of dependence on gas, which the Russian Federation supplied. Found that in 2014 the Government pledged to "carry out structural reforms in the energy sector", which included

the liberalization of the gas market, effective restructuring of "Naftogaz of Ukraine", the transition to uniform principles for all consumers market pricing for gas, reducing government spending and support sustainable economic development. Some of the problems have started to partially realized, such as reform of structure of "Naftogaz of Ukraine", price increase to consumers, reducing subsidies for producers from the State budget and more.

An important step in the development of the market of natural gas was the adoption of the Law of Ukraine "On the natural gas market". It determined the change of distribution functions in the gas market. But that reforms are slow and unsystematic. Currently, its main task - to create a competitive environment for private companies in the gas - was not achieved. It was established that the reform of regional gas distribution companies was not effective, which continue to be a monopolies in the gas market in Ukraine. It was found that the efficiency of this sector of the energy market depends on political will, speed and sequence reforms.



## Analysis of land management efficiency

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The effectiveness of management at any level ends up in the achievements of industrial and economic and financial management of objects on wasted resources, taking into account the quality of products and services. Therefore, it is recommended to determine by comparing the relevant criteria, indicators and standards for efficiency before and after the implementation of activities related to the change in shape and improving management practices.

Given the urgency of this problem, a significant contribution to solving land management problems and the effectiveness of regulatory support of this process made by foreign and domestic scholars. Among them are the A.M. Tretiak, G.E. Bystrov, D.S. Kind, S. Demyanenko, O.V. Kireytseva and other scientists.

The aim of this study is to assess and analyze the effectiveness of land management in agriculture and determining on that basis the priority areas of effective land use in Ukraine.

Despite the fact that land resources are a natural object, and the object of land relations, land management efficiency for agricultural purposes offer divided into: environmental and economic. Eco-efficiency characterizes created by controlling the condition of land conservation and other environmental elements and their improvement, soil fertility, prevent land degradation, water erosion, deflation, worsening cultural and technical and reclamation state and an end

to these and other negative phenomena. The cost-effectiveness into account the impact of measures on the management of agricultural lands in terms of value.

In the face of the deteriorating environmental situation of environmental and economic effectiveness of land management should be considered in terms of their management and conservation of the natural state. It actualizes the problem of increasing the efficiency of land use based on their qualitative state, it initiates the development of theoretical and practical bases of rational use of land.

Having considered the various methods of calculating the efficiency of agricultural land, formed a set of ecological and economic indicators used to assess the effectiveness of the use of land resources in agriculture and their management. The basis of integrated assessment is an integral indicator that takes into account the system of environmental and economic parameters. This allows the organs of state and local governments, business entities to take appropriate management decisions and ensure a balanced land use. In general, the testing of the integrated management indicators we proposed land resources in agriculture demonstrates the relevance of their use in practice, because it allows public authorities, as well as business entities and investors to make appropriate management decisions and improve the efficiency of land use by agricultural producers.

## DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

### **Analysis and classification of factors affecting the standard of living of the population**

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The article examines the main factors affecting the standard of living of the population. This research is urgent due to several reasons. First, there is still a low number of similar research paper as well as studies devoted to particular group of factors. Second, social problems become more and more urgent in Ukraine and requires additional attention from the scientific point of view.

A review of studies of other scientists and their proposals concerning the classification of these factors using different classification characteristics allows conducting critical analysis of existing approaches to classification. The author uses qualitative approach to literature analysis. In particular, the author analyses classification proposed by some Russian and Ukrainian researchers. Most of these classifications are based on those for other spheres of social and eco-

conomic activities and many of them do not take into account practical needs in social security area. Moreover, many researchers use indicators of social policy effectiveness while discussing factors that influence the standard of living of the population. This approach can be correct when those indicators serve to evaluate factor. However, the factors can be hidden and their influence is not obvious that require other indicators that are not traditionally used in the evaluation of social policy.

On the basis of the obtained results, the author formulates recommendations for improving the existing classifications, taking into account current practical problems. In particular, it is proposed to modify some classification characteristics, add new ones, suggests improvement of the existing division of the factors.

## Essence of salary and its importance in the process of enterprise economic management

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The article investigates the essence of the analysis of the term "wages", its emergence and development of both foreign and domestic scholars and the formation of this concept in terms of legal-regulatory. Investigated and solved the basic functions of wages and their importance in managing both the macro and micro levels. Reveals the motivational function of wages and its role in the personnel. The structure of wages of European countries and found that they all consist of two parts: the base (unchanged) and additional (variable, depending on various factors), which provides incentives for workers. The role of the tariff system of remuneration and its use in Western countries. The essence of "solidarity wages" and implementation of the principles of solidarity – the foundation of formation of wages in enterprises. Investigated the use of an integrated tariff system used in many industrial charging for all categories of workers in Japan. Studied the experience of countries

in the application of the minimum wage and found that in countries such as the USA, France, Spain, the Netherlands, the minimum wage established by law; Belgium and Greece - on the basis of national agreement government, trade unions and employers; Italy, Germany, the UK established sectoral minimum wages, and the national minimum wage for it. Found that in many foreign countries spread quite unique system of bonuses. In particular, US companies have long used two systems, called by the names of their authors – systems and Skenlona Rucker. Sometimes widely used system of "deferred awards". A characteristic feature of modern systems of incentives the West is a great distribution system of incentives for implementing various innovations. Yes, most Western firms forming bonus fund for the creation, development and production of new products, but their size depending on the growth in sales of new products, its share in total production.

## Middle class: problems of formation

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The middle class is a social formation which has attributes: material resources, cultural capital and social status. The formation of strong middle class and mass at the present stage is of particular importance for Ukraine.

Income is one of the main indicators of living standards, the main component of which is wages. The process of formation of the middle class that would be responsible for property status and personal income criteria is at an early stage in Ukraine. It is due primarily to the low standard of living.

The feature of the middle class in Ukraine is that it is the social basis of the experts - the employees, the demand for which is the largest in terms of innovative model of economic development.

One of the features attribute class is a high level of civic activity that gets manifested in different forms.

Creating a favorable business and investment climate is one of the most important strategic priorities for the successful modernization of Ukraine. The policy of promoting the creation of the middle class in Ukraine should be based on the support of the working population. The formation of the middle class in Ukraine society should take place by means of gradual transformation of social groups and their way of life.

If the proportion of the middle class in society will decline, Ukraine may lose the foundations of democratic development and social stability.

## MONEY, FINANCES AND CREDIT

### About the assessment of resource potential of Ukrainian banks in modern conditions

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The performing by banks their primary function as the intermediary in the industry of financial resources requires availability of resources that in the theory and practice of banking is called bank's resources. A prerequisite for the profitability of banks, their liquidity support and support of trust from all market participants is sufficient volume and properly balanced resource potential of banks.

Resource potential depends on the monetary policy of the central bank, the structural fluctuations in the incomes of entities and individuals, the possibility of the bank to buy and buy up resources in the money market, bank capital adequacy and the quality of assets. Due to resource potential is realized bank's opportunities according to the scope of activities, namely obtaining the majority of the profits, as well as guarantee possibilities for the protection of bank customers.

Basing on studies by various authors it can be distinguished the following components of the resource potential of the bank: technical; innovation, technology, information, material, labor (human resources), organizational

and financial (own, attracted and borrowed) resources.

Generally, the raised funds are the most significant part of the bank's resources, which is several times greater than its own funds. Their share in different banks varies between 75% and above. Actually borrowed funds is the main source of the bank's resource potential.

One of the key factors in increasing the deposits in banks and their usage as a resource for the active banking operations is to restore trust to banks.

We are convinced that the modern stage of socio-economic development of Ukraine and global changes in the world financial system case necessitate the revitalization of the domestic banks to provide their own resource potential.

To summarize, we note that while determining the adequacy of the resource potential of the bank it should be taken into account tasks and functions that it must perform in order to ensure financial stability and competitiveness of the banking system in the conditions of global economic change.

## The essence of budget security in the system of ensuring national interests

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The article is devoted to the study of the relationship and the impact of budgetary security at the country's national security. The understanding of the essence of this interrelation between fiscal security and other components of national security provides a timely opportunity to develop and implement measures to prevent and combat threats to the national interests of the country in the public sector.

Definition of the essence of budget security, which involves such as the budget system, the process by which, in the absence of real threats, a timely response to potential risks, there is a full realization of national interests in the public sector.

Determined that the budget system, subject to the availability of real and potential threats, it is advisable to consider from the point of view of relative fiscal security, allowing you to more thoroughly examine the state budgetary process from the crisis. In this regard, the term "fiscal security" as a con-

dition in which there are no threats and performed all tasks for the realization of national interests, it is appropriate to call absolute budget security. Absolute budget security are possible only in the short term, provided high level of prosperity, the lack of foreign economic, political and military threats. In the long term destabilization of the budget system will be inevitable.

Noted that the relative budgetary security covers three States in the budgetary process: the state of «crisis», condition «stabilization» and as «development».

The challenging macroeconomic situation in Ukraine, the presence of real and potential threats, leading to partial realization of national interests in the public sector. Budget system of Ukraine is in crisis, given the fact that fiscal security is a basic component of the entire security system of the state, the inability to overcome the crisis affects the functioning of system of ensuring national security of the state.

## **Trends of development of light industry and current problems of financial management**

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In this article was rated condition of light industry in Ukrainian economics, were analyzed general development indicators and researched dynamic of general types of production. By results of analysis was found decrease share of staff, excess of increasing temps of production over temps of increasing sold production, availability of negative trade balance, the existence of profit the majority of enterprises, the amount of received loss one percent unprofitable enterprises exceed the amounts of income one percent of profitable enterprises, profitability increasing of operation activity, structure of expenses immutability. It is argued that an important tool to ensure effective management of financial flows of enterprises of light industry in terms of logistization of economy is to identify the factors influencing these processes. Were found analysis of system of factors of effect on

light industry. Was established positive and negative trends of light industry, defined financial management problems and proved domination effect on development ways of their elimination, factors of interior systems financial management development, in particular the ability to apply methods of flow control businesses, which enhance the synergistic effect of the interaction between the participants of supply chains and stimulate the use of logistic-oriented management. Justified the need for financial decisions in spheres of development mechanisms of financial flows management realization information-analytical providing and procedures of making decision, development of indicators system of effective management, coordination and effective of financial planning, nature of creation motivational logistics environment and its function features of effective financial management.



## Application of the synergistic approach in the prudential regulation of insurance market

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Prudential and macro-prudential regulation is gradually being implemented in Ukraine to ensure financial stability. However, a protracted economic crisis in Ukraine negatively impacts on the ability of the insurance market to perform the insurance contracts liabilities. Topical is the search for new approaches to prudential regulation.

Most of the research to ensure the stability of the insurance market uses deterministic approach. It simplifies reality and makes it impossible to exactly forecast the future behavior of a complex system.

The aim of article is to justification of theoretical basis and to development of practical recommendations for prudential regulation of the insurance market in crisis by a synergistic approach.

Prudential regulation of the insurance market is the process of development and implementation of public authorities the legal, organizational and regulatory- supervisory measures to prevent the insolvency of insurers and the crisis in the insurance market. The regulatory influences of the state may be directed on the insurance market as a whole, as well as elements of the market, particularly for its participants (insurance companies, intermediaries, insurance consumers and professional associations).

Prudential regulation of the insurance market is the process of development and implementation of public authorities the legal, organizational and regulatory- supervisory measures to prevent the insolvency of insurers and the crisis in the insurance market. The regulatory influences of the state may be directed on the insurance market as a whole, as well as elements of the market, particularly for its participants (insurance

companies, intermediaries, insurance consumers and professional associations).

In regulatory documents and scientific publications is offered extensive list of measures for ensure the stability of the insurance market. But the most common strategies of regulation is often close the best alternatives to development of complex social and economic systems. The reason of it is obstructing to the action of adaptation mechanisms of self-organization.

In regulatory documents and scientific publications is offered extensive list of measures for ensure the stability of the insurance market. But the most common strategies of regulation is often close the best alternatives to development of complex social and economic systems. The reason of it is obstructing to the action of adaptation mechanisms of self-organization.

Synergetics - is the multidisciplinary scientific direction that studies the general laws of processes of emergence, formation, development and entropy of complex systems and mechanisms of self-organization. The insurance market is a complex system that allows to explore its and to develop measures for its regulation using the synergistic approach.

The crisis from position of synergetic - is the bifurcation point in the development of complex system. Approximation to this point is dangerous. At such moments of imbalance is required a special methodology of anti-crisis management. The author proposes to separate from the common regulation, when the insurance market operates and develops as a complete system, anti-crisis regulation, when the insurance market is in a state of chaos.

The basic idea in crisis management is

the implementation of agreed actions on the structural components of the system for its evolution in the desired direction. The "soft" regulatory impact of prudential regulation can be a state guarantees of return the insurance reserves from "problem" banks, establishing the requirements for limit costs of insurance companies, the introduction of a fair tax treatment of insurance operations, the establishing an effective guarantee fund

of insurance payments, stimulating of mergers and acquisitions of insurers, organizing of publication of objective assessments (services quality indexes) of insurers.

Synergetics proves that the anti-crisis measures of regulatory actions should be elected and implemented by state regulator especially reasonably and cautiously and be directed, first of all, on the formation of the self-organization market mechanisms.

## **Management of the enterprise investment potential in the context of budgetary regulation of innovative development of Ukraine**

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In the conditions of transitive economy of one of the basic tools of management of the enterprise investment potential of the state budget is a regulation. Effective management of the investment potential of the company is aimed at enhancing its investment and achieve maximum investment effects. An important contribution to the development of innovative potential of enterprise management methodology in the context of budgetary regulation of innovative development made L. Vodachekom, E. Galushkoy, A. Zagorodny, S. Ilyashenko, N. Krasnokutskaya, A. Lapko, L. Fedulova, I. Chugunov, Y. Shipulina, Yu. Yakovets and others. However, certain aspects of the management of the investment potential of the enterprise in the context of budgetary regulation of innovative development of the country remains quite controversial and require more detailed investigation.

The article is devoted to topical issues of management of the investment potential of the enterprise in the context of budgetary regulation of innovative development of Ukraine. We analyzed the existing theoret-

ical approaches to the management of the innovative potential of the company and developed a method for assessing management effectiveness of innovative potential of the enterprise in modern conditions.

It is concluded that at the current stage of economic development requires an effective state regulation of innovative development of enterprises. One such tool is the budgetary management of innovative processes at the micro level. In this connection, the priorities of management in innovative potential of the enterprise in the context of budgetary regulation of innovative development should be focused on the restructuring and modernization of the economy, the implementation of effective and innovative strategies in the real economy and the development of scientific and technical potential. In connection with this proposed article approaches to the assessment of economic efficiency of investment activity of the enterprise allows to conclude the feasibility and attractiveness of investments by the state in this or that object, evaluating the efficiency of the investment potential of the enterprise.

## Consolidated supervision: foreign and domestic experience

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Modern conditions of global economy development expect banking systems to demonstrate resilience, competitiveness, ability to integrate into the global banking environment without any threat to national interests. The system of banking supervision should become an effective and efficient element of functioning of banking system in Ukraine.

The author has summarized the national experience of consolidated supervision over the banking groups in Ukraine.

On the one hand, the national regulatory standards should take into account the modern condition and particular nature of national system of banking supervision. On the other hand, in the course of transformation of the system it is advisable to consider historically proven experience of consolidated supervision of stronger banking systems existing in foreign countries.

In particular, the author provides detailed analysis of international legal framework for carrying out consolidated banking supervision:

- Regulation (EU) No 575/2013 of the European Parliament and of the Council of 26 June 2013 on prudential requirements for credit institutions and investment firms;

- DIRECTIVE 2013/36/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on access to the activity of credit institutions and the prudential supervision of credit institutions and investment firms;

- Basel Accord, Basel principles.

The author points out that many countries when overcoming the non-regulated issues revealed in the course of the analysis of regulatory documents are applying their own laws and rules that determine the process of supervision of banks on the consolidated basis.

A common element of all supervision systems is basing the general assessment of consolidated supervision performance on the analysis of quantitative and qualitative data.

The most significant difference can be found between the models and organizational structures of foreign systems of consolidated banking supervision. The article provides comparison of advantages and disadvantages of a hybrid model or “two peak” model; sector model and a single supervision model. The organizational structures of foreign bodies responsible for carrying out regulation and supervision over the activity of banking groups has also undergone critical re-evaluation.

In view of the aforesaid the author gave reasons for gradual introduction of the system of a single regulatory mechanism for carrying out consolidated supervision over banking and non-banking financial institutions as the most promising direction of development of the system of banking regulation of consolidated entities.

## Payment cards market: essence, properties and development indicators

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The article studies the theoretical aspects of functioning of market of payment cards. Given the purpose of the study, in article was systematized and generalized basic approaches to determining the nature of the payment card market, expounded terminological inconsistency that is present in the work of scientists who research market cards, based on which formulated the copyright of its interpretation, according to which, the market of payment cards - a set of economic relations arising between the parties to ensure the issuance and circulation of payment cards and the formation of supply and demand for services related to the implementation of transactions with payment cards.

Based on the study of the work of scientists in an article was distinguished and complemented the properties of payment card market in general and on the basis of national experience of Ukraine, these properties include: integrity, versatility, stability,

high integration, concentration, efficiency of functioning, intercommunication of safety of the payment systems, technology.

Considerable attention in the work given to the systematization of key indicators by which you can assess the condition of the payment card market and determine which of them is investigated the market - "highly developed" or "the one that develops". All indicators combined into three main groups, which are able to evaluate market functioning separate direction payment cards - scale market, the availability of appropriate infrastructure of card transactions, primarily technical, and degree of development of card payments. Every direction of evaluation contains a number of key indicators as absolute and relative, and algorithm calculations and their essential load. The calculation and analysis of these indicators is the basis for the development of economically expedient and efficient measures to optimize the structure of the payment card market.

## Strategic planning for large enterprises

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The important scientific and practical task is solved in the article concerning the determination of the characteristics of strategic planning of large businesses in the current economic conditions.

It was determined that the strategic planning of large enterprise is a management system that is based on the mechanism of coordination of current solutions - tactical and operational - with strategic solutions, and with mechanism for adjusting and monitoring the implementation of the strategy. Strategic planning of the development of large enterprises provides the basis for all management decisions.

It is proved that the main purposes of strategic planning for large enterprises are to collect and to analyze information about the final or interim results, determine changes that have occurred, and the modern state, to assess the benefits and costs, to set directions for future improvement and development of financial and economic and other activities.

It is proved that the basic functions of strategic planning of large enterprises are: strategy formation; planning the main directions of action; assessment of potential opportunities; determination of the resources, which are required to implement the strategy.

Three approaches to strategic planning are identified for large enterprises in a crisis: the "living wage"; the scenarios of the environment development; the targets.

It is proved that the strategic planning of large enterprises must be held in five basic steps: identification of key factors of the environment, that affect a large enterprise; formulating the scenarios on a qualitative level; formulating the scenarios on a qualitative level; digitalization of the scenarios; determination of the risks and opportunities for large enterprises in each scenario; identification of the critical events and determination of the control points of the development.

It was found that in the world today the most foreground tools of strategic management of the development of large enterprises are: strategic planning; management of the relationships with customers; involvement of employees; benchmarking; the Balanced Scorecard; core competencies; outsourcing; change management; supply chain management; mission statement and vision.

The implementation of the proposed approach to the current practical activity of large enterprises will increase the efficiency of financial and economic activity; reduce the risks and provide the financial development both in long and short term.

## The current state of mortgage lending market in Ukraine

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The article studies current state of the mortgage lending market in Ukraine evaluates existing institutional components and identifies the problems and prospects of further development for this sphere of economic relations.

Mortgage lending plays an important role in social and economic development of any state, because, firstly, it's an effective instrument for combining financial market with real estate market, contributing to the capitalization of resources, and secondly, promotes the real estate market solutions for housing problem, maintaining social stability.

However, despite its importance, mortgage lending in Ukraine still has not received proper development. The difficulty of functioning of mortgage market in Ukraine conditioned with negative specific features on the rising and distribution of mortgage capital, inability to use complex instruments for reducing various risks, inefficient interaction of mortgage market with stock market, banking institutions and investment sector.

Thus, the formation of the mortgage market in Ukraine is one of the most important issues at this stage that requires an immediate solution. All of this makes the relevance of research on the mortgage loans charac-

teristics and problems of mortgage market development in Ukraine.

Given the analysis of the status and dynamics of mortgage lending, we can state that despite the post-crisis trends in the economy, the mortgage market in the long term is one of the most dynamic segments of the financial market of Ukraine. Examining and analyzing the dynamics of the domestic mortgage market, we can define the specific features of its functioning, in particular, a significant level of geographic concentration, high degree of correlation, unstable currency securement level.

The priority directions for mortgage market stimulation in Ukraine are: the completion of the regulatory framework for mortgage lending; creating competition between banks on the domestic market, that might increase general attractiveness of the mortgage; increasing the state role in mortgage lending; creating an environment for attracting financial resources in mortgage lending; reducing interest rates and increasing lending in accordance with international standards. The implementation of that actions, together with the continuation of market reforms in Ukraine, will contribute to economic growth and social and economic development.



## ACCOUNTING, ANALYSIS AND AUDIT

**National accounting system: meaning, formation and factors affecting it****Grytsaj O.I.**PhD, Associate Professor of Accounting and Analysis Department  
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One of the necessary conditions for the approximation of Ukraine's economy into the world community is the accounting system reforming in accordance with the international standards. The influence of certain factors on the accounting system functioning has increased in different periods of the social development. Under current conditions, it is urgent to define the development tendencies of the national accounting system, its regulation, and improvement taking into consideration the objective factors determining the national characteristics and the general principles of the economic activity of the business entities.

We mean by the accounting system the totality of methodological, methodical and organizational support aimed at the regulation of the accounting of the business entities. The national accounting system is organizational in nature and is directed on the accounting regulation.

Consideration of the regulatory framework indicates the absence of the "national accounting system" term in the domestic legislation. This term is often used in the scientific literature to highlight the peculiarities of the accounting in terms of its methodology, methods, and organization in different countries. The international accounting system is connected with the processes of the accounting standardization aimed at allocating the similarities in the various accounting systems and searching for common conceptual frameworks for financial reporting.

National accounting systems are influenced by the following factors: state structure, legislation, financial and credit policy, tax system, international events, performance of the economy, internal and foreign policy, technological development, activities of the professional associations in the accounting field, social and cultural factors, education system, etc.

The national accounting system in Ukraine is based on the Law of Ukraine On Accounting and Financial Reporting in Ukraine, regulatory legal acts (provisions (standards) of accounting), methodical recommendations, and instructions for keeping records of separate transactions and accounting registers.

Practice shows that the adoption and use of the international financial reporting standards in practical activities of business entities provide either risk mitigation to lenders and investors or cost cutting of each country on developing its own standards; the deepening of the international cooperation in the accounting field; a relatively clear perception of the financial statements and boost in confidence towards its variables worldwide. International financial reporting standards in Ukraine are used by enterprises that plan to enter the international stock markets, or want to obtain a bank loan that requires reporting according to these standards, or whose investors are interested in the preparation of such reporting.

The accounting system of the business entity is subject to the national accounting

system. Indeed, at the national level, it is created and introduced legal, methodological and methodical support of accounting and recognition of the industry characteristics, as well as the specifics of certain types of activities, occur within each national system.

Thus, the national accounting system consists of the accounting subsystems due to the peculiarities of the activities of the various business entities: either small and medium-sized enterprises or public sector entities, or corporation.

## **Accounting of inventory of agricultural enterprises: problems and solutions**

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The article analyzes and systematizes the opinions of researchers concerning the issues of inventory accounting at Ukrainian agricultural enterprises and possible solution to these issues. The question regarding the definition of the “manufacturing inventory” concept is raised based on the works of various authors. Since in the accounting literature under this category the concepts of “material resources” and “inventory items” are understood and even the term “subjects of labour” is used.

For precise definition of the categories it was defined in more detail what the “resource” is from the accounting point of view. It is noted that some authors treat the category of manufacturing inventory as “value”. The methods of manufacturing inventory evaluation during their release to production, out of production, sales and other disposal are considered. The classification of inventory is given according to the classification criteria. The problems on the arrangement for manufacturing inventory accounting were studied, particularly it was indicated that the required prerequisites for the proper arrangement for inventory accounting are: rational management of storage facilities; availability of instructions for manufacturing inventory accounting; development of stores list; correct inventory grouping (classification); development of inventory expenditure rate, and it was suggested to implement automated accounting

using “1C: Accounting 8.2” application which is currently widespread.

Also one of the problems of agricultural enterprises is the lack of inventory analytical accounting, i.e. its specification. The information of analytical accounting is relevant for the managers at various levels and because of the absence of the stores list it is not possible to trace how much manufacturing inventory was used for certain needs of the enterprise. Managers are interested in the efficient production of agricultural products, that is in a decrease in production costs including manufacturing inventory and increase in profit.

The following variant of manufacturing inventory accounting improvement was suggested: improvement of the information support efficiency for the management of manufacturing inventory of the enterprises provided by integration of information technologies for economic information processing; improvement of the accounting and analytical work automation system in the manufacturing inventory management by means of implementing “1C: Accounting” software, in particular, version 8.2, configuration “Agriculture”; clear organization of inventory control procedures for the enterprises inventory movement (application of accounting methods by responsibility centres, measures of the storage process control and operational management).

## Economic essence of tax audit

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This article is dedicate to tax audit as one of the forms of realization of state tax audit. Tax audit is an important tool for ensuring the reduction of tax expenditures in the context of the diversity and complexity of the calculation of tax base.

In the article tax audit stands out not only as an independent branch of government control, but also as an important component of the management of the tax system. Tax audit is an independent verification of tax accounting. This audit is carry out to see whither correctly accrued and paid taxes in the enterprise. With it help the possibility of optimizing the existing tax system is also studying. It effectively carried out before the tax inspection. This will help to not panic when dealing with the inspection bodies, to avoid fines and protect your business. The authors pay attention to the importance of the tax audit and

its role in the transformation and resolution of economic relations increases in proportion to an increase in the number of business entities. The scientific study of the legal regulation of tax audit is explained by two factors. Firstly, the government is interested in ensuring the full and timely receipt of funds from the public purse. Second, taxpayers are interested in the creation a tax audit mechanism that would not create complications and difficulties in their financial and economic activity.

Tax audit is needed not only for existing businesses. This is important too for create a new business, at time of planning and calculation of future income and expenditure. It will help to avoid unexpected expenses. Tax planning should be an integral part of the management. Timely planning of tax audits allow to avoid the negative effects for business.

## Theoretical aspects of drafting of management report

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Acceptance of effective administrative decisions in relation to the conduct of business needs the subjects of manage modern adequate informative providing on quality of which business success depends. The urgent was become by the necessity of forming of the internal management reporting for providing of all participants of process of management an enterprise by high-quality operative information which will allow in good time to perfect activity of enterprise and support his competitiveness.

With the purpose of increase of efficiency and operationability of management of enterprise activity information must be systematized in separate reports as indexes taking into account the specific of business of enterprise, his structure and features of account and taxation. The current legislation of Ukraine is not regulate the conduct of management account, the subjects of menage independently develop his method and forms of grant of operative information users taking into account their necessities and specific of the activity. Thus, creation

today of the unique in a country system of the management reporting with integral forms and structure not possibly.

It is expedient to estimate efficiency of the management reporting after the level of achievement of primary purpose – providing by it informative necessity of users. By us the presented criteria of estimation of efficiency of the management reporting on the whole and its separate forms.

The management reporting must be folded after the centers of responsibility and give information about the results of activity of structural subdivisions of enterprise, separate directions of his activity, and also on the whole. Exactness volume of the resulted information depend on organizational - technology and economic features, incident to the enterprise and concrete volume of management reporting.

Therefore creation of the high-quality informative system is important pre-condition of rational organization of management, timely acceptance of administrative decisions, an enterprise in relation to the optimum conduct of activity

## Organizational and methodological support of internal audit

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The necessity of internal audit in the enterprise. The essence of the internal audit and its role in improving the efficiency of the company in the current economic conditions.

Objects, subjects and objectives of internal audit have been determined. Defined stages of the internal audit department, which will allow business owners to form the composition of the unit and will coordinate its work with other departments in the company.

It is proved that the efficiency of internal audit at the company primarily depends on its organizational and methodological support. Organizational and methodological support of internal audit at the enterprise as a system of interrelated elements (object, subject, object, objectives, main tasks, principles, standards and methodological tools) designed to ensure the formation of an effective system of internal audit.

Scientifically substantiated basic aspects of organizational and methodological support of internal audit at the domestic enterprises in the current economic conditions.

An important issue of organizational and methodological support of internal audit in the company is the use of appropriate organizational form. The analysis of basic forms of internal audit, identified their strengths

and weaknesses. The most effective in the enterprise is the creation of a separate service within the business entity that will provide privacy and enhance the quality of internal audit work.

The features of the regulation of internal audit in domestic enterprises. The internal audit standards distinguish three levels: international, national and internal standards enterprises.

The necessity of developing an adaptive approach to building component of the internal audit methodology. The methodology of the audit consists of special techniques, methods and instruments of auditing to be considered in relation to the specific object of internal audit.

The necessity of revision of the organizational and methodological aspects of the establishment and effective functioning of internal audit, including the formation of an adaptive model organizational methods of internal audit in different fields and audited.

Subject to these requirements for the organization and methodology of audit the system of internal audit will help to reduce the risk of taking an inappropriate or ineffective management decisions for the development of the entity as at the moment, and in the long term.

## Methods of control biological transformations in pig breeding

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Today, Ukraine is in the deep political and social crisis that stimulates to searching of new forms and methods of business. The country needs to produce profitable and competitive products.

Pig farming is one of the most important sectors of livestock. Pig farms works effective when it has a system based on basic management functions: planning, organizing, motivating and control.

The control based on a code of regulations and procedures containing a series of methods, the use of which makes it possible for auditor to conduct an audit of the company. Such methods include: techniques of documentary and actual control; computational and analytical techniques; synthesis and implementation of the monitoring results.

Also in article studied the need to implement in pig breeding enterprises of effective internal control. Systematized scientific approaches the interpretation of the term "control". The basics of constructing the

system of control biological transformations in pig farming is explored. The methods of control of biological transformations in pig farming have been described, taking into identifying its main stages. There have been identified the possible typical malfunctions that occur in the process of biological transformations in pig breeding. All this represents considerable scientific and practical interest.

In addition, in the article has been researched subject and object control, sources of information and common malfunctions. It was established that the effective control of biological transformation in pig breeding has been depended on properly chosen methods. This will provide to produce the competitive products in pig farming in the future. The proposed methods of control of biological transformation in pig breeding will improve the quality and reliability of accounting data. In turn, this will facilitate to adoption of timely management decisions for the enterprise.



## **Application features of the international standards on auditing in the audit of credit unions' financial statements**

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The decline in confidence to banking financial institutions in conditions of the financial instability has led to the increased popularity of credit unions. The main reasons for the popularity of credit unions as compared to banks have been described. Founded, that the lack of strict regulation of their activities, compared to banks, requires intensification and effectiveness of the independent audit as a tool of ensuring the transparency of financial institutions activity in the market environment.

The article describes the features of the application of International Standards on Auditing in the auditing of financial statements of credit unions to increase quality of auditing services and forming an audit opinion on the reliability of financial statements of credit unions that will meet the information needs of potential investors and creditors of these institutions.

The Chart of audit risk behavior in the preparation of the questionnaire on the credit union activity environment has been developed. It allows auditor to pay special attention to formation of an adequate understanding of the credit union activity environment and to identify the audit procedures for obtaining sufficient and appropriate audit evidence.

The existence of legal restrictions of credit unions economic activity causes a small range of studied by the auditor transactions. However, their difficult legal status determines the existence of specific risk areas of the audit, which leads to appropriateness of audit sampling based on the results of credit unions business environment test. Identified audit procedures (provided ISA) on methodological stage of auditing, have been structured by the main issues of the audit of credit unions financial statements according to their specific activities.

## **The comparison of the process of inflow and reserves outflow in the accounting systems of foreign countries and in Ukraine in terms of the formation of successful management information system**

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In article there is a comparison of foreign and native experience of stock accounting. It is revealed that inventories take a primary place among the objects of accounting and management of the company and are the one of the most important articles of the asset balance.

To understand the differences in methods of accounting for inventories and accounting systems of Ukraine and abroad, our comparative characteristic of accounting for inventories under the Regulations (standard) accounting number 9 «Inventories» IAS number 2 «Inventories» and standard ARB № 43, US GAAP.

The main accounting methods of disposal of stocks in Ukraine and abroad are considered, benefits and shortcomings of their usage at the entities of various type are investigated.

It is important that in Ukrainian accounting process the periodic system of accounting for inventories is not expected, but at small businesses, such as retail chains, it is advisable to realize inventory at the end of the reporting period, so the introduction of periodic inventory accounting system for such enterprises is appropriate.

The possibility of use of foreign experience of stock accounting in Ukraine is researched. The work proves that it is very important to select the right method to assess most closely with the interests of owners of the company and the specifics of its production activities.

It is proved that in accounting, not only the number of stock assessment methods is important, but its positive impact on the adoption of successful management decisions on pricing for products and evaluating financial performance of the entity.

## MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

### Enterprise performance evaluation technique based on the use of production functions

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The article deals with the efficiency estimation of enterprises. The main approaches to the performance evaluation are presented here. The main advantages of parametric methods are considered. The study employed production functions approach. The evolution of production functions' models is analyzed. The article deals with the nature of production functions and the main trends of their application in the economic researches. Two directions of Cobb-Douglas production function transformation are discussed. The fundamentals of production efficiency analysis based on the production function models are established. The requirements for production

function model are analyzed. The economic essence of production functions parameters and their interpretation are considered. The economic analysis technique based upon production function is given. Allocative efficiency is defined as a ratio between the value of resource's marginal product and its price. Technical efficiency is defined as a ratio between simulated output and its real value.

It is concluded that the derived indexes can be used as an efficiency indicators for enterprises. The results obtained confirm the importance of the mathematical methods application.

# Interaction between users of social networks: multi-agent model with exogenous parameters of competition

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With the development of information technologies, Internet creates new virtual environment. Self-organization of Internet users and venture businesses, built on this effect (e.g. social networks) are the brightest phenomenon of the Information Economy.

The most important monetization factor of social network is the total number of its participants. Nonlinear dynamics model are widely used to evaluate and predict the number of social network's users.

We propose a multi-agent model of users' interaction, which is developed based on Maurer-Huberman model:

$$dx_i / dt = a_i x_i (b_i - x_i) - \sum_{j \neq i, j=1}^{n-1} c_{ij} x_i x_j,$$

where  $x_i$  is the proportion of unique users of the  $i$ -th ( $i = \overline{1, n}$ ) social network,  $a_i$  ( $a_i \geq 0$ ) is the growth rate of the  $i$ -th network,  $b_i$  ( $0 \leq b_i \leq 1$ ) is the network power,  $c_{ij}$  ( $0 \leq c_{ij} \leq 1$ ) is the competition between networks.

A series of experiments with the model can be divided into 3 blocks according to

three market types: competitive, cooperative and mixed.

Analysis of the results of experimentation has allowed expanding the range of situations depending on the market types, their characteristics and strategies of the major players. It shown that:

1. Strong competition causes monopolization, confirming Maurer and Huberman assumptions. At the same time, the quality of services plays a crucial role in highly competitive markets.

2. Strong competition between market leaders blocks their growth, which allow developing small projects focused on specialized audience.

3. At the cooperative market, network's success depends on its technical capabilities and content quality.

4. Cooperation of small local networks at the mixed market will be effective only if they are able to provide highly competitive content.

## Use of electronic tools for increasing academic mobility in higher education institutions

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Modern higher education in Ukraine is in a state of modernization and reform, which primarily related to the Bologna process. The need to reform the education system of Ukraine, its improvement and increase in the quality of education is the most important challenge of our time.

In the article the organizer of mobility is developed – e-tool for the organization and internationalization development of education and science.

Organizer of mobility is aimed at solving problems that arise in international education, innovation and research activities of modern universities in Ukraine and partner universities that are associated with the implementation of international programs for the mobility of students, postgraduate students, lecturers and researchers, processes of internationalization and interdisciplinary educational programs and scientific researches for the development of inter-university activities.

Appointment of organizer of mobility is effective implementation and support of national, European and international educational mobility programs of purposeful search for educational institutions and programs for education and training, systematizing infor-

mation about scholarships and grants of partner universities, innovative developments.

Organizer of mobility provides a comprehensive approach to university management, to optimization of decision-making processes, improving communication within the university and with the environment.

Organizer of mobility allows increasing reliability and availability of information on the University activities for all subjects of control systems; optimizing the number of staff and effectively use of its working time.

Organizer of mobility will simplify the process of building links between partner universities. It also assumes that the organizer will allow university administrators to monitor the intensity of activity of teachers, students, postgraduate students, concerning virtual internationalization of education. The platform will contain functionality that will allow optimizing the effective implementation and maintenance of national, European and international educational mobility programs, purposeful search for educational institutions and programs for education and training, systematizing information about scholarships and grants of partner universities, innovative developments.

## **Information technologies in management and business-planning agricultural enterprises**

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In the context of economy globalization processes, domestic market relations demand the new methods of conducting economic activity, use of modern methods of management, including business planning. In modern conditions business planning is the reliable instrument of rise in profitability and efficiency of the agrarian enterprise.

Process of business planning is carried out by a significant amount of experts of different professions for performance of different functions. Certain organizational structure and a managerial system which is based on use of information technologies are created for successful implementation of business planning. Thus, they make up organizational component of a business planning process.

In business planning as ordered series of steps such main stages are determined:

- 1) initial stage;
- 2) preparatory stage;
- 3) stage of business plan making;
- 4) stage of business plan promotion into the market of intellectual property;
- 5) stage of business plan implementation.

Process of business planning has its features in each case. The most difficult is

procedure of the business plan making for launch a new business.

The most optimum option for business planning at agrarian enterprise is use of the computer program Project Expert which has friendly interface, gives a chance to user to describe practically any investment project, any scheme of financing and considers risks of the project.

Implementation of modern information technologies is necessary for ensuring stable development of agriculture, strengthening of economic and technological security of branch. Use of innovations, information systems and technologies in agrarian branch will give the chance to increase productivity of its activity. Rationally constructed information management system by the agrarian enterprise by means of Project Expert will promote increase of flexibility of the enterprise, reducing time of response to external changes, will increase validity of administrative decisions adoption and control for their timely execution, will promote increase of efficiency and reliability of the obtained data, will increase efficiency of production processes and will reduce expenses of resources.

# CONTENTS

## ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

<b>Azmuk L.A., Shcherbatyuk O.M.</b> The Influence of intensity of firms' innovation activity on the industrial markets structure. . . . .	3
<b>Bitsyura Y.V.</b> Transformation and concentration of property in economy of Ukraine. . . . .	4
<b>Kraus N.N.</b> Gnoseological aspects and anthropological dimension of institutional basis of innovative economy. . . . .	5
<b>Malets O.O., Malets N.B., Kostenko S.A.</b> Legal and socio-economic situation of the population of transcarpathia during the establishment of the totalitarian regime in the early years of liberation (october 1944 – the beginning of the 50's of the XX century). . . . .	6
<b>Maliar D.V., Karlova A.D.</b> Market transaction costs of corporate management. . . . .	8

## WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

<b>Kozhukhova T.V.</b> Education for all to benefit the sustainable development: assessment of progress and state financial support to developing countries. . . . .	9
<b>Makedon V.V.</b> Height of role and brics countries prospect in the system of world economy. . . . .	10
<b>Filatova L.S., Marchuk A.O.</b> The problems of entering the milk processing enterprises on the foreign markets. . . . .	11

## ECONOMY AND OPERATION OF NATIONAL ECONOMY

<b>Bezpiata I.V.</b> Features of foreign investment attracting to agrarian sector of economy. . . . .	12
<b>Bilka O.V.</b> Classification of social innovations with focus on their controlled introduction. . . . .	13
<b>Buryk Z.M.</b> Regulation of national economy on the basis of sustainable development. . . . .	14
<b>Zastavniuk L.I.</b> Trends of land lease relations development in agriculture of Ukraine. . . . .	15
<b>Kolesnik G.N.</b> The essence of state regulation policy promoting enterprise cost management. . . . .	16
<b>Li Chao</b> Criteria for granting state support of electrical energy industry. . . . .	17
<b>Tyshchenko O.P.</b> Macroeconomic evaluation of the role of Ukrainian agricultural sector in the development of national economy. . . . .	18
<b>Yurynets Z.V., Krugliakova V.V., Petrukh O.A.</b> Innovative-investment policy of the state: the state and features of development. . . . .	19

## ECONOMY AND ENTERPRISE MANAGEMENT

<b>Bilan O.S.</b> Modern trends of corporate social responsibility. . . . .	20
<b>Velychko V.V., Gaidenko S.N.</b> Topical issues of management of enterprises of housing and communal services in modern economic conditions. . . . .	21
<b>Herasimyak N.V., Volynchuk Yu.V.</b> Administrative management as one of the directions of modern management. . . . .	22
<b>Grechukha A.O.</b> The components of modern marketing distribution policy. . . . .	23



<b>Hrubyak S.V.</b> Methodology of formation of strategy management cost of gas distribution companies. . . . .	24
<b>Zhygalkevych Zh.M., Fisenko El.S.</b> The profit management system as a condition for the effective operation of the company. . . . .	25
<b>Zavalniuk V.V.</b> Features development and implementation of strategy of innovative development engineering companies. . . . .	26
<b>Zianko V.V., Revenko V.S.</b> Control mechanism of enterprise's loan capital management. . . . .	27
<b>Litvinov A.I., Litvinova O.M.</b> Market strategy shaping in the system of securing the sustainable development of agricultural enterprises. . . . .	28
<b>Marynenko N.Yu.</b> Approaches to the enterprises' development: a methodological analysis. . . . .	29
<b>Pasko O.V., Martei Edward Markwei</b> «Comply or explain» approach in code of corporate governance's enforcement in UK. . . . .	30
<b>Prysakar I.I.</b> Gamification: the efficient technology of influence on customer loyalty of restaurant services. . . . .	31
<b>Susharnyk Y.A.</b> Project rebirth of pigs complex. . . . .	32
<b>Tomilin O.O.</b> The efficiency of using the land resources in the agricultural enterprises of Poltava region. . . . .	33
<b>Turchak V.V.</b> The strategic directions of small entrepreneurship development in instability conditions. . . . .	34
<b>Hassan Ali al-Ababneh</b> Future of statistics in applying during planning advertising. . . . .	35
<b>Sharko V.V., Polishchuk I.I.</b> Methods of study of marketing potential of trading enterprises. . . . .	36
<b>Shumkova O.V., Spodobayev D.A.</b> Evaluation and image management of agricultural enterprises. . . . .	37
<b>DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY</b>	
<b>Grynevych L.V.</b> Research of influence structural changes in national economy to gain imbalance professional distribution of productive forces in the regional market. . . . .	38
<b>Medvedovskaya T.P.</b> Regional development of Ukraine in conditions of globalization and European integration. . . . .	39
<b>Proskura V.F.</b> Formulation and implementation of regional economic system resource support strategy. . . . .	40
<b>Yurchenko A.Y.</b> Theory and practice development of definition of economic security threats in the region in transformation economic. . . . .	41
<b>ECONOMICS OF NATURE USE AND ENVIRONMENTAL PROTECTION</b>	
<b>Gelich N.V.</b> Theoretical basis of ecological social production. . . . .	42
<b>Yelisiaieva L.V.</b> Institutional support of gas market in Ukraine. . . . .	43
<b>Yasinetska I.A.</b> Analysis of land management efficiency. . . . .	44
<b>DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS</b>	
<b>Bashynskiy T.V.</b> Analysis and classification of factors affecting the standard of living of the population. . . . .	45
<b>Lysak V.Y.</b> Essence of salary and its importance in the process of enterprise economic management. . . . .	46

<b>Salo I.V.</b>	
Middle class: problems of formation. . . . .	47

### MONEY, FINANCES AND CREDIT

<b>Biloshapka V.S., Prodan M.V.</b>	
About the assessment of resource potential of Ukrainian banks in modern conditions. . . . .	48
<b>Bogma E.S.</b>	
The essence of budget security in the system of ensuring national interests. . . . .	49
<b>Bondarenko O.S.</b>	
Trends of development of light industry and current problems of financial management. . . . .	50
<b>Korvat O.V.</b>	
Application of the synergistic approach in the prudential regulation of insurance market. . . . .	51
<b>Kuzheliev M.O., Zhytar M.O.</b>	
Management of the enterprise investment potential in the context of budgetary regulation of innovative development of Ukraine. . . . .	53
<b>Mynenko L.M.</b>	
Consolidated supervision: foreign and domestic experience. . . . .	54
<b>Plisak T.A., Netrebchuk L.A.</b>	
Payment cards market: essence, properties and development indicators. . . . .	55
<b>Sydoruk I.O.</b>	
Strategic planning for large enterprises. . . . .	56
<b>Yurkevich O.N.</b>	
The current state of mortgage lending market in Ukraine. . . . .	57

### ACCOUNTING, ANALYSIS AND AUDIT

<b>Grytsaj O.I.</b>	
National accounting system: meaning, formation and factors affecting it. . . . .	58
<b>Kononenko V.A., Svatanenko S.S.</b>	
Accounting of inventory of agricultural enterprises: problems and solutions. . . . .	60
<b>Krasota O.G.</b>	
Economic essence of tax audit. . . . .	61
<b>Pinchuk T.A., Shram T.V., Isakova V.E.</b>	
Theoretical aspects of drafting of management report. . . . .	62
<b>Chernysh S.S.</b>	
Organizational and methodological support of internal audit. . . . .	63
<b>Chmyr S.O.</b>	
Methods of control biological transformations in pig breeding. . . . .	64
<b>Shymanska K.V.</b>	
Application features of the international standards on auditing in the audit of credit unions' financial statements. . . . .	65
<b>Shmatkovska T.O.</b>	
The comparison of the process of inflow and reserves outflow in the accounting systems of foreign countries and in Ukraine in terms of the formation of successful management information system. . . . .	66

### MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

<b>Blagodyr L.M.</b>	
Enterprise performance evaluation technique based on the use of production functions. . . . .	67
<b>Kononova K.Yu.</b>	
Interaction between users of social networks: multi-agent model with exogenous parameters of competition. . . . .	68
<b>Matviichenko V.A.</b>	
Use of electronic tools for increasing academic mobility in higher education institutions. . . . .	69
<b>Tyshchenko S.I., Dumler O.S.</b>	
Information technologies in management and business-planning agricultural enterprises. . . . .	70

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