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IMPROVEMENT OF THE INSTITUTIONAL PROVIDING OF DEVELOPMENT OF THE ALTERNATIVE ENERGY INVESTMENT: EUROPEAN EXPERIENCE AND UKRAINIAN REALITIES

**V. Onischenko, D.Sc. (Economics), Professor, Rector.
S. Sivitska, Post-Graduate Student.
Poltava National Technical Yuri Kondratyuk University.**

Introduction. The issue of energy safety is becoming increasingly an important in modern conditions. It is one of the defining components of the national safety state, the formation of energy-efficient model of its development and diversification of energy sources. Therefore, the state and prospects of alternative energy development and investment in it, in particular, should be the subject of constant attention of public authorities and the whole society.

Review the latest sources of research and publications. The study of institutional providing of the investment, including energy, considered in studies of I. Blank [1], P. Korenyuk [2], T. Mayorova [3], A. Peresada [4], V. Potapenko [5], A. Udalikh [6], Y. Zhalilo [7], A. Glen [8], C. Jones [9], B. Esty [10].

The basic material and results. From the point of view of the economic policy of Ukraine, it is fundamentally important to consider alternative energy of Ukraine as the institutional basis of the interaction of energy with the entire economic complex. It is one of the most important components not only of resources for economic development of the country, but of the country's energy safety. The content and tasks of designing and implementing an energy-efficient model of development of Ukraine are defined by the following features of the state of the fuel and energy complex: overdependence on import of natural gas and oil, the lack of opportunities for diversification of supply, monopoly on the domestic market, imperfect pricing and low level of investment in the development of industry, the presence of corporate conflicts, the decline in hydrocarbon production and in perspectives to expand its resource base through alternative sources.

Considering the regulatory component of institutional support of the development of alternative energy it may be said that the legal framework does not provide a comprehensive approach to the regulation of activities related to alternative energy sources. The Law of Ukraine «On alternative energy sources» dated February 20, 2003 №555-IV [11] regulates the relations connected with renewable energy sources.

Taking into account the state of legal regulation of energy sector there is an objective necessity for its improvement by means of amendments to existing legislation and the adoption of new legal acts. The direction and ways of improvement are determined by several factors. One of the most important from these factors is the international obligations of Ukraine, provided in relevant international agreements.

The main agreements that establish directly the obligations of Ukraine regarding the improvement or introduction of appropriate legal regulation in the energy sector in general and in the field of alternative energy, in particular, are:

- «The Agreement on partnership and cooperation between Ukraine and the European Communities and their member States», ratified on November 10, 1994 [12].
- «The Agreement to the Energy Charter», ratified on February 6, 1994 [13].
- «The Agreement on establishing the Energy Community», ratified by Law of Ukraine of December 15, 2010 [14].

According to the above-mentioned normative legal acts, Ukraine has acquired the status of a Contractual Party of the Energy Community, the aims of which are:

- introduction of the regulatory framework of the European Community for energy, environment, competition policy and renewable energy sources by the Contracting Parties, taking into account the institutional structure of the Energy Community, and the specific situation in each of the Contracting Parties;

– establishment of a regulatory system that allows the efficient functioning of markets of network energy products on the territories of the Contracting Parties and part of the territory of the EU and covers the creation of a unified mechanism for cross-border transportation of network energy products, supervising the observance of safety measures;

– establishment of the market of network energy products without internal borders by the Parties, including the coordination of mutual assistance in case of serious irregularities in the functioning of the energy networks or external damage. Based on these and other requirements, the adaptation of Ukrainian legislation to the EU's energy law should facilitate the creation of transparent and competitive energy markets of Ukraine, integrated into the European markets.

The creation of such markets is based on the principles of:

- ensuring the reliability of energy supplies;
- development of system of national regulatory authorities;
- increasing competition in accordance with the principles of freedom of movement of goods, services, capital and labour;
- free consumer choice of providers;
- promoting greater transparency of energy companies;
- the protection of the environment and civil protection in the field of industrial safety;
- facilitation of cross-border collaboration and investment.

The set of legal acts that regulate the energy in the European Union, are given in Table 1.

Table 1. Regulatory and legal framework for the functioning of energy and renewable energy European Union.

General documents EU energy regulation
Energy 2020 Strategy for competitive, sustainable and secure energy {SEC (2010) 1346}, (EU Energy Strategy).
Council Regulation (EC, Euratom) № 617/2010 of 24 June 2010 on notifying the Commission of investment projects in energy infrastructure within the European Union and repealing Regulation (EC) № 736/96.
Commission Regulation № 833/2010 of 21 September 2010 on implementation of Regulation № 617/2010, relating to the Communication from the Commission of investment projects in energy infrastructure within the European Union.
Regulation (EC) № 663/2009 European Parliament and of the Council of 13 July 2009 concerning the application development aid economic recovery by granting Community financial assistance to projects in the energy sector.
Regulation (EC) 67/2010 European Parliament and of the Council of 30 November 2009 on common rules for granting Community financial aid in the field of trans-European networks.
EC Regulation № 713/2009 European Parliament and of the Council of 13 July 2009 establishing the Agency for the Cooperation of Energy Regulators (Agency for the Cooperation of Energy Regulators).
Directive 2001/77 / EC of the European Parliament and of the Council of 27 September 2001 on the promotion to the placing on the internal market of electricity produced from renewable energy sources.
Council Directive 2003/30 / EC of the European Parliament and of the Council of 8 May 2003 on the promotion of the use of biofuels or other renewable fuels for transport.
Directive 2006/32 / EC of the European Parliament and of the Council of 5 April 2006 on energy end-use efficiency and energy services and repealing Council Directive of 93/76 / EEC.
Directive 2010/30 / EC of the European Parliament and of the Council of 19 May 2010 on specifying using labeling and standard product information of the consumption of energy and other resources to energy products.
Directive of the European Parliament and of the Council 2010/31 / EC of 19 May 2010 on the energy efficiency of buildings.
Directive of the European Parliament and of the Council 2009/28 / EC of 23 April 2009 on the promotion of the use of energy produced from renewable sources and amending to, and subsequently repealed Directive 2001/77 / EC and 2003/30 / EC.

In the European Union significant steps have also been made in ensuring the public demand for alternative energy sources. And it was not only the number of directives concerning the activation of use of renewable energy sources and energy efficiency directly in member States of the EU, but significant activity is realized on the international scene. The development of international institutions in the field of alternative energy has intensified recently – the International Agency for renewable energy (IRENA), the International energy Agency (IEA).

Thus, the European Union policy in the field of alternative energy sources today is focused on policy of energy efficiency and increase the share of renewable energy in total energy consumption. In addition, there are two forms of support for alternative energy sources, among which the quotas for consumption and fixed energy tariffs. The scheme of support of the development of alternative energy sources can be based on two main approaches:

- 1) promotion of individual elements of the cost of the investment project cycle (reducing the cost of capital, lower operating costs, etc);
- 2) promotion is the final product, i.e. electricity generated by alternative energy sources, after the completion of the cycle of the investment project.

There are many projects of alternative energy development, which are built on the principles and objectives defined by the main acts in this area and the energy industry in general in the European Union today. And here it is worth noting that the energy sector in general and alternative energy in particular remain one of the key areas of cooperation between Ukraine and the EU, and relations between them increase.

Global trends in the development of energy are characterized by well-directed policies of developed countries to reduce dependence on expensive organic energy sources and increase the share of alternative energy in the energy balance. The main constraining factors for the development of alternative energy is a high price of the produced energy, due to the expensive equipment (solar cells, wind turbines) and fairly long payback period (photocells for about 5 years, wind turbines for about 2 – 3 years depending on environmental conditions at the location of the units).

Most European countries develop alternative energy successfully due to the strong support from the state. European Union countries develop programs and strategies for the development of renewable energy at the interstate and at the national level by providing financial and organizational support to companies that are engaged in alternative energy.

European experience demonstrates the need for legislative improvement of this sector with the aim of ensuring a high level of energy independence and safety of the state. To achieve this goal it is also necessary to pass a number of bills aimed at creating conditions for increasing the use of renewable energy sources, in particular through ensuring access of electricity from renewable sources to electricity networks at affordable prices, the establishment of special tariffs, simplification of administrative procedures for granting permission for the construction of renewable power plants and the like; the granting of preferences for development (rehabilitation) of the resource base for renewable energy; increase in energy efficiency and improvement of safety of supply of energy products by creating a legal framework for the promotion and development of the simultaneous production of thermal and electric energy; promotion of renewable energy sources in the fuel energy balances; organizational, legal and financial support of the possible use of industrial and domestic waste.

Conclusion. The issue of adaptation of legislation of our country to the energy law of EU should be solved comprehensively in a single direction with the implementation of state management of the energy sector. This, in turn, requires fundamentally new approaches to economic and social development of the state by means of rationalization of the production structure, the reform of the entire economic complex of the country in the direction of reducing its energy component and structural changes in the conditions of development of fuel and energy complex, with emphasis on improving the efficiency of use of available capacity and the development of alternative sources of fuel and energy.

Keywords: investment, institutional support, international experience, alternative energy.

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PROSPECTS FOR FOREIGN DIRECT INVESTMENT ATTRACTION IN THE NATIONAL ECONOMY

**O. Obolensky, Doctor of Economics, Professor.
National Academy for Public Administration
under the President of Ukraine.**

Ukraine's place in the international rating systems, including: the rating business The Doing Business; index of global economic competitiveness World Economic Forum; competitiveness ranking of World Competitiveness Yearbook; corruption index of Transparency International index of economic freedom and the Heritage Foundation have been investigated. Reform of the Ukrainian economy an important catalyst in the formation of various active investment partnership structures is a public-private partnership has been determined. Recommendations for improving the existing national machinery providing FDI in the context of the proclaimed state transition rate to the modernization of the economy development have been generalized. Toolkit implementing state regulation of foreign direct investment has been proposed.

Keywords: foreign direct investment, government regulation, public-private partnership.

УДК 336.221

THE EFFICIENCY OF THE VAT ADMINISTRATION: PROSPECTS FOR IMPLEMENTATION AND LIMITATIONS

**O. Filonych, PhD, Associate Professor.
Poltava National Technical Yuri Kondratyuk University.**

The article considers the VAT administration procedure. The Value Added Tax in Ukraine is the most efficient tool in the mechanism of the public revenues formation. It is confirmed by the fact, that it is a tax on consumption, and the end user performs its payment. VAT is the most important thing to tax the shadow economy due to the imperfection of legal acts. In particular, it is shown in VAT evasion, illegal reimbursement of massive money sums from the state budget, a large number of abuses of taxpayers using incentives and shaping tax credit, which is quite a burden for the budget. The above administration and reform is a major goal of public authorities and local governments engaged in organizing, monitoring and control of this tax payment.

The article analyzes VAT formation, possible conditions and budgetary compensation, their positive and negative consequences.

In the process of excess VAT, an applicable tool is refunding. The budget refund is refunding of VAT negative value based on confirming the legality of the amounts of VAT reimbursement to audit taxpayer. It should be noted, that it is subject to compliance with applicable payer, all mandatory criteria and at least one of the criteria.

The structure of state budget of Ukraine and the place of VAT is determined. A study of the VAT administration efficiency and the prospects for its implementation has been made.

To improve the management of VAT, tax debt reduction and immobilization of funds business entities in payment must improve their tax planning at the macro level. Considering the importance and scope of VAT, the Government of Ukraine adopted amendments to the Tax Code of Ukraine by introducing from January 1, 2015, electronic administration system of value added tax, which will provide automatic registration. The order is determined by the Cabinet of Ministers of Ukraine. In addition, reduction of the shadow economy in the country and government spending on VAT administration are under consideration. The advantages of this system are also reducing pressure on

the business, reducing the impact of human factors and corruption, simplifying tax returns.

As to the direct administration, it will include the following: introducing the automatic account of VAT amounts paid in the context of taxpayers, providing free automatic opening accounts taxable in the bank, preparation of all tax invoices in the electronic form, as well as their registration in a single electronic register tax bills. Thus, for the tax bills registration, the taxpayer must have sufficient amount of the tax credit, confirmed in the register of tax invoices or payment of VAT for imports. For lack of the loan amounts, the taxpayer must own funds to replenish funds in the system of electronic tax administration. Registered tax bills will give the right to the tax credit, but on the basis of the tax return, according to the specified amount in it, or from the account of electronic tax administration one can pay to the budget, or VAT will be reimbursed from the budget to the current account.

Keywords: value added tax, administration, the state budget of Ukraine, taxpayers.

UDC 330: 341.1:504

DETERMINATION OF EXTERNAL ENVIRONMENTAL EFFECTS OF THE INNOVATIONS IMPLEMENTATION

**A. Yakovlev, Doctor of Economics, Professor.
National Technical University "Kharkiv Polytechnic Institute".**

Theoretical and methodological aspects of determining the environmental losses are considered on the integrated system basis. Such environmental losses can occur as a result of environmental degradation caused by the innovations implementation. It is suggested to calculate relevant environmental factors at three levels: at the state level, at the level of an enterprise and at the public level.

Keywords: innovation, introduction, externalities, environmental losses.

UDC 330.341:504

GREEN SCENARIO OF INDUSTRIAL DEVELOPMENT IN UKRAINE: REALITY AND PROSPECTS

**O. Pavlov, Doctor of Economics, Professor.
Odessa National Academy of Food Technologies.
I. Bryzhan, PhD, Associate Professor.
Poltava National Technical Yuri Kondratyuk University.**

Industry is very important for the economic development; manufactured products are the key components of human consumption. But at the same time primarily industrial complexes are the main anthropogenic factors of the ecological crisis - a major consumer of raw materials, energy and water; they are the most powerful sources of most contaminants (mechanical, chemical, physical and biochemical). Using the model of "green economy" can help to harmonize the relationship between man and nature. The development of green industry is an important tool to exploit new sources of economic growth and overcoming the financial crisis.

Green innovations are a key driver of "industry greening". Implementation of green innovations will contribute to reduce resource intensity of industrial production and rational using of natural resources, reduction of harmful emissions into the atmosphere. The development and implementation of green technologies (waste-free, resource-saving and environmentally friendly) is the way to solve the problem of limited resources and environmental pollution. But innovation needs

to be accompanied by regulatory reforms, new policies and economic instruments to enable energy and broader resource-saving improvements.

To ensure efficient implementation of green scenario of industry development in Ukraine, it is important to identify priority of industrial sectors and to strengthen efforts on addressing primary goals, taking into account technology and innovation imperatives. When selecting key sectors for greening the Ukraine's economy, it is necessary to consider the possibility of these sectors for: reducing negative environment impact; reducing the use or restoration of natural resources and ecosystems; availability of economic benefits to the business; social benefits for the population. We have to bear in mind that a double benefit, i.e. economic efficiency and environmental performance, may not be gained concurrently in all the sectors. In view of high capital intensity of the mining and metallurgical industries, it is evident that implementation of mutually rewarding solutions for both environmental protection and saving of resources is impossible in the short run. Drivers of ecologically friendly changes are therefore beyond the solutions with double benefits and voluntary approaches, because they are inefficient, when there is an obvious social priority, but there is no business advantage to justify added costs required to meet it.

To obtain a tangible environmental result and improve the efficiency of ecosystems and ecologic quality of life on an economically sound and long-term basis, it is necessary to exert influence on the essential sectors of economy. The above does not, however, mean that other sectors of economy should not be engaged in greening of their technological processes. Greening actions have to be consistently introduced in all fields of activity. But efforts of the state and non-governmental organizations as well as financial support have to be primarily focused on greening of the priority sectors.

The authors suggest criteria for the selection of key industry sectors considered to be crucial for transition to the green economy:

- Importance of a sector for economic development of Ukraine (contribution to the GDP and export, share in total number of employees);
- High level of material intensity ;
- Low level of energy efficiency comparing to that in EU;
- High level of influence on environment. The possibility of obtaining cumulative effect and the presence of economic potential in development of aggregate sectors of "green economy";
- The level of competition and concentration in the sector, motivation (interest) of owners to implement green innovations.

Thus, one of the primary goals of industrial development in Ukraine is greening industry, which will enable to solve two problems: to reduce the energy and resource intensity of industrial production, to reduce negative impact on the environment and to ensure the preservation of jobs and reinvestment for new possibilities in employment.

Keywords: industry, green economy, ecological innovations.

UDC 338(477)

THE MECHANISMS OF ENSURING THE UKRAINIAN ECONOMY RESILIENCE TO GLOBAL CHALLENGES AND RISKS OF MODERNITY

**A. Boyko, PhD, Associate Professor.
Institute for Economics and Forecasting,
Ukrainian National Academy of Sciences.**

The author studies the theoretical statements of the “resilience of the national economy” definition. The author systematizes the challenges and risks for the economy of Ukraine at the present stage of its development. In the article, the author identifies the main components, financial methods and tools, regulatory framework of the mechanisms of ensuring the resilience of the Ukrainian economy.

Keywords: resilience, mechanism, economy of Ukraine, global challenges and risks.

УДК 330.837: 338.24

INSTITUTIONAL CHANGES AND TENDENCIES OF NATIONAL ECONOMY TRANSFORMATION

I. Dudnik, post-graduate student.

**Financial Research Institute of the State Educational and Research Institution
"Academy of Financial Management" of the Ukrainian Ministry of Finance.**

The institutional changes of the national economy and features of its transformation are studied in the present article. The necessity and outlined directions of institutional changes are grounded according to recommendations of New Institutional Economics.

It is shown, that falling of the national economy growing rates is related to the institutes. Institutes are formal (political, economic, contracts) and informal (norms, culture, traditions, public moral) rules and mechanism of their inhibitions. The institutes establishment goal is to provide implementation of contracts. They can come forward as favorable factors, can be neutral or cause obstacles in business. Formal institutes often fasten ownership rights, advantageous for the group that governs country.

The main task of economics is planning and establishment of "correct" economic and social institutes. New Institutional Economics envisages existence of inefficiency as the protracted decline.

Leading scholars recommend conducting reforms in all fields of economic and social development. Formal and informal rules are folded under the act of the world of people's perception. It is from that point of view, that ideology has influence on the decision making process. Ideology is the totality of ideas and values that helps explaining the surrounding world and gives an idea, how this world must be arranged.

To our mind, the ideology strengthening is actual for Ukraine.

It is widely known that it is necessary to form general ideology for making successful reforms in a country. Also, the presence of the people's trust to the state public servants, that pursue a policy, is important. It is necessary to invest considerable resources into education, science, education of citizen's for creating the powerful economy in the country.

The institutional mode is easier to change, when external aggression or revolution is taking place. It is important to use this chance.

Society uses information created in social institutes. For the efficient functioning of economy, it is necessary to combine decentralized and centralized information treating. The economic system of a society is related to the culture and methods of information treatment and use.

The source of science, technologies, defense, space research development are institutes financed by the state. A state company or state, as a customer of products of a firm, can assist to innovations. The existence of demand for new products stimulates firms' activity and development.

Establishment of minimum salary at the global level and its increase is efficient for fighting against financial crises. It will assist to establishment of balance between the common world demand and world supply.

It is in interests of the Ukrainian people to get rid of the old culture, habits, persuasion of uncertain economy in order to overcome the economic activity cutback.

The strategic course aimed at integration into the European Union means implementing the system of formal and informal rules of the European Union. This is the best way for Ukraine to build a new society; fighting corruption, old culture and habits of uncertain economy.

Keywords: institutional change; transformation of the national economy; New Institutional Economics, formal institute, ideology, information, informal institute.

UDC 332.02: 338.45: 61

REGIONAL POLICY OF FORMATION MEDICAL SERVICES MARKETS IN UKRAINE: PRINCIPLES OF IMPLEMENTATION AND PERFORMANCE INDICES

**I. Shevchuk, PhD, Associate Professor.
Lviv State Academy of Finance.**

The definition of "regional policy of medical services markets formation" is given. The basic principles of its formation and implementation are considered. The author describes the general criteria and indicators for assessing the social and economic efficiency of the regional medical services markets.

Keywords: regional market, health care policy, principles, economic and social efficiency.

UDC 332.122:338.47

FORMING THE COMPETITIVE LABOUR POTENTIAL OF THE REGION'S TRANSPORT INDUSTRY

**V. Lyfar, Doctor of Economics, Professor.
Zaporizhzhia National Technical University.**

The successful work of transport in a region is one of basic pre-conditions of the industrial enterprises' efficient work, realization of passenger and freight transportations, including transit. In modern economic terms, a new approach to the use of human resources, the state labor potential at the regional, productive, individual levels, is needed. Realization of the regional transit potential efficient use strategy is impossible without creating the competitive labor potential. Even having sufficient potential of the transport infrastructure, it is not always possible to reach the set goals without the proper use of labor resources. For today, there is not enough attention paid to the development and use of transport industry labor potential. Development of transport-logistic infrastructure in a region foresees the creation of new working places, demand for skilled managers, specialists, able to execute a task at the level of the European requirements and standards.

The purpose of the article is to define the constituents of the competitive labor potential forming process of a region's transport industry. The subject of the research is constituents of competitive skilled potential.

In the article, it is substantiated, that concerning the transit potential constituent, labor potential is an aggregate of quantitative and high-quality descriptions of the active population in the region's economy, working in the transport sphere and able to be involved in it for providing transit transportations. In labor potential, as the constituent of transit potential, the demographic and skilled potentials are distinguished. Demographic potential is characterized by the working population of a region, which can be potentially involved in the process of transit transportations. The physical parameters of population recreation (birth-rate, death rate, mean time of life, sexual-age structure, state of health) and also migratory mobility, come forward as a main constituent of the demographic potential.

Skilled potential is considered as an aggregate working population of a region possessing the relevant level of knowledge, education, professional skills for work in the transport sphere, and also it is divided into administrative potential and labor force potential.

In the article it is shown that a concept "competitiveness of skilled potential" is expedient to be

considered in two aspects: 1) as aggregates of high-quality and cost descriptions of skilled potential, which are in demand in a certain market segment, at a certain period of time and are competitive there; 2) as capabilities of a certain worker in the conditions of a certain market situation to answer the requirements of an employer, the criteria and requirements of the labor-market. In general, the constituents of skilled potential competitiveness are divided into three groups of descriptions: 1) psycho-physical; 2) professionally-qualificatory; 3) personal. Besides forming the competitive skilled potential, the program must take into account both the phase of labor potential recreation and the phase of distribution and redistribution of labor resources. In this respect, forming labor potential in the transport sphere is presented as a process, including five constituents and taking place under the influence of legislative, economic, administrative and social instruments.

Thus, forming the competitive skilled potential, the increase of population employment level in transport industry and the region's population welfare respectively, appear to become the basic tasks of the labor potential forming program in the transport industry. Indeed, the competitive skilled potential of a transport industry will provide realization of transport-logistic centers network creation project, interregional transport cluster, marked within the limits of the regional strategy for the regional transit potential efficient use.

Keywords: labour potential, transit potential of the region, competitiveness, labour resources, transport sphere.

UDC 338.49

RURAL HEALTH INFRASTRUCTURE IN UKRAINE: PROBLEMS OF PRESERVATION AND DEVELOPMENT

T. Zaiats, Doctor of Economics, professor.

H. Krayevska, PhD.

M.V. Ptukha Institute of Demography and Social Research, NAS of Ukraine.

Introduction. The main directions of social and economic policy in the context of tasks on health infrastructure development in Ukraine's rural areas should be focused on protecting the constitutional rights of every citizen, overcoming significant limitations of its development due to high costs at low financial self-sufficiency of rural communities. It is socially important to provide an appropriate level of health care for rural inhabitants by strengthening the social responsibility of communities, economic entities and local government bodies in improving the quality and accessibility of services.

Review of the latest sources of research and publications. Current issues of social infrastructure development in rural areas under difficult economic conditions have been studied by such scholars as O. Bulavko, H. Kupalova, M. Orlaty, I. Prokopa, P. Sabliuk, V. Tereshchenko, V. Yurchyshyn, K. Yakuba. The need for accelerating the health care reform and the achievement of social outcomes has been highlighted by Ya. Buduzhan, O. Holyachenko, L. Zhalilo, D. Karamysheva, V. Moskalenko, Ya. Radysh, I. Rozhkovoyi and others. However, the problem of preserving the existing capacity of health infrastructure development in rural areas remain under-researched due to the emergence of new risks of its destruction in terms of social and political instability.

Research problem statement. The existence of differences in the availability of health care institutions is associated with regional features of rural settlement, various organizational and economic capabilities of rural communities and the need to optimize the cost of developing social infrastructure without compromising the quality and accessibility of social services that require complex approach to research these issues.

The goal of the article is to define further prospects and ways for preservation and

development of health care infrastructure in rural settlements of Ukraine.

Results. Despite the long-term reform, low availability of health care institutions, has been and remains valid for most of rural population. In 2009 the Ministry of Health of Ukraine inventoried its resources and found out that rural health care needs further construction of 2325 health centers, 316 rural medical clinics that cater to 2,500 people, 138 outpatient clinics, serving from 2500 to 5000 people and 33 outpatient clinics that serve more than 5,000 people. [1]. The intense pace of reducing the number of rural local hospitals is dangerous in difficult social and economic conditions. In 2000-2012 it decreased by 74.8 %, whereas the number of independent medical ambulatories and polyclinics increased by 28.7% (fig. 1). Visiting forms of medical care almost discontinued, the quality of preventive health protection measures is insufficient. Instead, there is an integration of hospitals, reducing territorial public access to health care services and affecting the implementation of health care standards. The reducing number of medical attendant - obstetric stations (the main form of health care facilities in rural areas) confirms that. In 2000–2012 the number of medical attendant - obstetric stations in rural areas decreased by 28.4 % or 4,560 units. In 2010–2011 (time of actual launching the health care reform) it decreased by 2450 units. Considering the needs of the rural population for quality health care with the reduction of attendant - obstetric stations, the ambulance stations must be kept. But in 2000–2012 they decreased significantly – by 39.6 %.

Table 1. Dynamics of health care institutions located in rural areas of Ukraine for 2000-2012 years. *

Indicator	2000-2005	2005-2008	2010-2011	2011-2012	The absolute decrease (increase), 2000-2012	The rates of reduction (increase) 2012-2000, %
Reducing the number of hospital establishments	-300	-95	-210	-65	-739	-73,4
beds in them	-6139	-1658	-4691	-1100	-13789	-68,0
The total number of reduced hospital establishments, central district hospitals	0	0	0	2	2	33,3
district hospitals	-5	-1	-6	-3	-6	-24,0
the precinct hospitals	-285	-92	-196	-63	-705	-74,8
dispensaries	-9	0	-1	0	-10	-83,3
specialized hospitals	-8	-2	-7	0	-16	-94,1
other institutions	-3	0	0	-1	-4	-100,0
The growing number of independent medical ambulatories and polyclinics	735	310	-484	32	667	28,7
Changing the number of stations and departments of medical emergencies	-26	-5	-35	-15	-82	-39,6
Reducing the number of obstetric units	-654	-358	-2450	-931	-4560	-28,3

* Source: calculation based on [2, c. 8].

There is growing trend for reducing the number of health care institutions infrastructure in rural areas against a background of unfavorable demographic processes of reducing the size of the rural population. During 2000-2012, that was 1 million 714 thousand. At the same time, the number of people aged 60 years increased by 794 467 persons or 24.1%, and the number of children reduced by 673 113 persons or 22.6%. Experts estimate for the population of retirement age, level of morbidity, primary disability and mortality respectively 2.3; 1.5 and 8 times higher than those of working age. That is determined by age-related changes of the organism [3]. Obviously, this specificity is not fully taken into account at developing the reform of health care in rural areas of Ukraine.

According to prognostic assessment, number of hospitals in rural areas continue to decline due to the financing worsening. It is assumed, that reducing the number of obstetric units will slow in the near future (it is widely took place in 2010–2011). In 2020 their number will reach 10 167, or an average of one obstetric unit for 3 villages. The reduction of attendant - obstetric stations will be not significant (10–12 %) due to the strengthening of links with regional centers. Most likely, that the smallest reduction will be among the independent medical clinics and hospitals that follow certain direction of development of primary health care in rural areas. A necessary condition for preserving the social infrastructure of rural settlements, is to improve service quality and enhance the financial capacity of rural communities by increasing the minimum rent for agricultural land. According to experts, when it is rising to the 4.5 %, the average minimum rental value of arable land in future will increase to 928.6 UAH per hectare. Additional revenues by increasing the minimum annual rent will make about 6.553 billion UAH. The gradual increase in the minimum annual rent to 5% will provide additional revenues to the budget to 7.243 billion UAH. [4].

On the basis of this increase, it is possible to create assets of communities adjacent funding from various sources, which would unite the funds of residents, patrons, to be used for the needs of local community, including infrastructure. Equally important are other measures to strengthen the financial capacity of local communities (development of the economic foundation settlements, improving the tax base of local budgets, etc.). Released funds, by reducing or consolidation facilities of social infrastructure, should be focused on its development and prevention of territorial restrictions of its availability.

Considering contemporary issues of social infrastructure in rural areas, it is necessary to develop transport and information infrastructure through projects and targeted programs focused on strengthening the economic potential of local communities. Solving these problems will contribute to the improvement of road coverage, especially in mountainous regions and regions with a high share of small villages and increasing number of public transport trips, by compensation for additional trips from budget, provide affordable credit for the purchase of nationally produced vehicles.

Road-transport factor determines the prospects of social infrastructure development in rural areas and remain the most important infrastructural problem. Conservation and development of social infrastructure will facilitate the development of Internet coating increasing the number of Internet providers that operate in rural areas. Using Internet technology, including Skype offers great opportunities for communication between experts in health, education, and reducing the cost of travel for the experience sharing, consultations.

According to the self-assessment of population health status and accessibility of certain types of medical care, people are not able to get treatment in a hospital in rural areas due to the lack of free places: 178.7 thousand or 7.8% of the population, while in urban areas - 1.2%, failed to conduct a medical examination because of too long queues - 6, 0%, while in urban areas that number makes 2.0% of the population. In this regard, the updated task of improving the efficiency of health care is improving management, which is to solve staffing problems, organize their work in offline queues, organize the most simple and fast preventive inspections. The main goal of health care reform in Ukraine is to reduce morbidity by strengthening the primary health care level, as a result of its implementation, doctor should have fixed the number of patients: 1500 and 1.200 in rural areas. Big stress is not conducive to quality and timely health services of difficult disease diagnostics. Due to this strategic direction of rural health care development, prevention of morbidity should be enhanced, and the material and technical base of primary health care should be strengthened.

Improving the efficiency of health care reform in rural areas should be combined with the assessment of changes in causes of incidence and consider the widespread of epidemic of tuberculosis and AIDS, high mortality from cancer in Ukraine. In the country 40 thousand TB patients were first registered, among them 10 thousand people died, cured only 50% of patients annually, whereas in Europe - 85% [5]. State support to specialized hospitals, development of relevant departments in the existing hospitals, work on early detection and prevention of these diseases (including information) are able to change the situation. Unfortunately, a small number of specialized hospitals and clinics that operated in rural areas declined in 2000-2012 by 17 and 6 times, respectively, and accounted for only 3 hospital facilities. Efficient reform must provide for increased mobility of stations and emergency departments, raising their number and diversity of their work

with the separation except ambulance, and even mobile medical aid (organization of additional transport to hospital and specialist physicians, doctors provide most needed coming to the rural area for examination on certain days, work on the prevention and timely diagnosis of diseases among the rural population).

We consider that individual approach is prospective for measures aimed at reducing or redevelopment of health care facilities in rural areas, taking into account actual territorial structure and scope of services provided. Equally important is the broad public discussion of any reform measures that relate to changes in the provision of social services on the basis of agreement with the public, the involvement of stakeholders and organizations to ensure the preservation of a social infrastructure in rural settlements.

According to the Ministry of Health of Ukraine in 2013, over 1,900 medical and pharmaceutical workers were sent to work in the points of primary health care located in the villages. Each specialist has agreed to work in rural areas for at least 3 years, received financial assistance in the amount of 5 minimum wages - 6900 UAH. It is unlikely that this approach provides a solution of staffing problems.

An important direction of staffing in the rural medical sphere is work with future professionals: analysis of the needs for professionals with a desired profile in this area, implementation of vocational guidance and selection of future specialists who could stay and work at the place of their residence: the direction of the district, scholarship, guaranteed first job. Low labor costs in health care encourages employees to find additional income outside official places of work, and intensification of labor leads to increased morbidity and including disability. As a result, a growing number of professional errors is registered. In addition, there is deformation of socio-production relations that has an ambiguous effect expressed in duplication costs of health services for customers, inducing breach of ethical standards (relationships with pharmaceutical companies, yield relationships beyond legal liability and others). Therefore, the system needs reform of labor relations in the health sector, which is closely related to their democratization, structural changes in the industry, new requests to ensure its development in market conditions. In this respect, it is necessary to make transition from state to public-state sector management form of healthcare, that is more active participation of professional and community organizations in all aspects of activities: institutions forecasting, assessing the quality of health services, enhancing the role of public authorities, creation of a clear and transparent reporting of its administration to the public as the main consumers of social services. The main obstacles of this transition are: the absence of independent experts, absence of development strategies discussion, thus reducing the efficiency of health policy at the local level.

Successful implementation of reforms in order to maintain rural infrastructure should also provide for the availability of objective information about the level of socio-economic development of territories, their ability to maintain social infrastructure. In this aspect, it is important to recover statistical surveys of socio-economic conditions in rural areas of Ukraine, which had been previously committed. It is equally important for the information support in the process of social infrastructure reform to complete certification of rural areas within the frame of "State Target Program of the Ukrainian Village Development until 2015." It is also reasonable to provide information support of reforms in general, and in rural areas in particular, to assess the direct social results of their implementation and providing public information about their performance.

Conclusions. Thus, the development of health care infrastructure in rural areas needs improvement of financial capacity of local communities through creation of adjacent funding, strengthening control over the funds discharged as a result of the reorganization of these institutions, development of transport and infrastructure. Significant potential to implement progressive reforms in this area includes changes in strategic directions of medical sphere development with its increasing preventive direction, improving management and its transformation according to the main causes of morbidity, direct enhancing of health care service mobility. Structural and functional changes in the rural social infrastructure should be carried out through wide discussion and agreement with the public and the appropriate information support.

Keywords: health protection infrastructure, rural areas, predictive estimation, health care reform.

UDC 37.031.1

**THE THEORETICAL ASPECTS OF KNOWLEDGE
AND THEIR FORMS CLASSIFICATION****A. Maliukina, PhD, Associate Professor.
Semen Kuznets Kharkiv National University of Economics.**

The article analyzes the views of economists on the formation of the theoretical foundations of knowledge as the most important resource of Ukrainian enterprises. Morphological analysis of the category of "knowledge" has been made. The generalized list of knowledge and refined classification of the knowledge forms available at Ukrainian enterprises have been presented.

Keywords: knowledge, enterprise, forms of knowledge classification, knowledge management.

UDC 338.3: 338.012

**THE MODERN STATE OF NATIONAL ENTERPRISES OF
OIL-AND-FAT INDUSTRY IN UKRAINE****A. Zayinchkovskiy, Doctor of Economics, Professor.
T. Shved, post-graduate student.
National University of Food Technologies.**

Oil-and-fat industry of Ukraine is one of leading and mobile in the agroindustrial complex of the country. The payment in a national economy is characterized with modernisation of equipment, use of modern resource-saving technologies, wide assortment of products, high level of competitiveness, considerable investment attractiveness. The important aspect of development in this branch of national economy is its export orientation, special role in providing of food safety for the country's population and considerable multiplicative influence on development of contiguous industries and spheres in production.

Background – determination of the development features at oil-and-fat industry enterprises is aimed at further determination of their functioning problems in modern terms.

Objective – to study the present-day state of the oil-and-fat industry enterprises of Ukraine and to educe the basic features of their development.

The world oil market, which is growing fast, because of the increased demand in oils to produce bio-fuel, impacts the development sector positively. At the same time, demand in oils for food purposes is also increasing due to re-orientation of the consumer market to the increased consumption of oils if compared with animal fats and because of the population's annual global growth.

As of January, 2013, the productive capacity of oil extracting enterprises in Ukraine constituted more than 13 million tons. In 2013, Ukraine exported 3631,0 thousand tons of sunflower oil and occupied one of the first ranks in the world market among sunflower oil sellers. 90 world countries import oil from Ukraine; 20 per cent of the total export falls on EU countries.

Conclusion. The basic modern features of the oil-and-fat industry enterprises development are the following: high concentration of production and centralization of capital among the oil-and-fat industry enterprises, that supresses the displays of enterprise private initiative due to the high level of market monopolization, dependence on the national state of affairs and important role in forming the consumption fund, that is the factor of high strengthening the country's food security with oil-and-fat products; high export orientation of the industry, that promotes dependence on other countries of the world and demand in these countries of national products. Positive tendencies are observed in the development of oil-and-fat industry. They are characterized by the increase of production volumes not only for oil-bearing cultures, but also vegetable oils.

Keywords: oil-and-fat industry, vegetable oil, oilseed, development of enterprises, features of oil-and fat industry enterprises development.

UDC 338.45

ACCOUNTING AND ANALYTICAL APPROACH TO CRISIS MANAGEMENT AT THE BUILDING COMPLEX ENTERPRISES

T. Pavlenko, PhD, Associate Professor.
National Aerospace University "Kharkiv Aviation Institute".

Basing on the analysis of the existing research and statistics on the accounting and analytical support of crisis management activities at construction companies, we have suggested an efficient approach to the management of construction companies on the basis of integrated accounting, analysis, and monitoring that allows to take measures under the production conditions to predict the emergence of crisis situations.

Keywords: accounting and analytical support, construction, crisis management, information, systematization.

UDC 658.8:339.137.2

STEADY COMPETITIVENESS AS A FACTOR FORMING THE COMPETITIVE STATUS OF THE COMPANY

V. Bokiy, PhD, Professor.
K. Kovadlo, post-graduate student.
Kyiv National University of Technologies and Design.

In the article the necessity of disclosing one of the factors forming the competitive status of the company, i.e. its competitiveness, is substantiated; its value and structure is considered, and the system of indicators defining it is suggested.

Keywords: competitive status, steady competitiveness, competitive ability, financial and economic security, economic efficiency.

UDC 330.142: 65.014

IMPROVING OF ORGANIZATIONAL SUPPORT FOR THE INTELLECTUAL CAPITAL MANAGEMENT AT NATIONAL ENTERPRISES

O. Nikolaychuk, senior teacher.
Kryvyi Rih Economic Institute, Kryvyi Rih National University.

Recently, a growing interest in domestic and foreign scholars have risen questions relating to the intellectual capital management.

However, despite the large number of publications on the study of intellectual capital, the creation of an efficient organizational structure of intellectual capital at enterprises are scantily explored.

In the article the problems of improvement of organizational maintenance of the intellectual capital management have been studied at Kryvbas ore-dressing and ore-dressing and processing enterprise.

The purpose of the present study is development of efficient organizational support of the intellectual capital management at national enterprises.

The scientific approach to identify factors shaping the organizational structure of the intellectual capital management at the company is considered.

Efficiency of the existing organizational intellectual capital management structures at Kryvbas ore-dressing and processing enterprise on the basis of studying the functional tasks of the existing departments of the intellectual capital management is analyzed.

The lack of the existing organizational structures of the intellectual capital management and its structural elements at the studied enterprises are determined.

Directions for transformation of the existing organizational structures of the intellectual capital management at Kryvbas ore-dressing and processing enterprise are substantiated by using the problem-targeted approach.

In the article, creation of the intellectual capital management as a part of a management company's mining division is proved. It allows to carry out the concerted management of the intellectual capital constituents and to obtain a synergetic effect.

The necessity of creating the departments of the intellectual capital development has been proved at Kryvbas ore-dressing and processing enterprise. The project on creating the intellectual capital management organizational structure at the studied enterprises is suggested.

The functional tasks that are laid on departments of the intellectual capital management, on the whole and in their particular elements have been determined at Kryvbas ore-dressing and processing enterprise.

For the purpose of development and solution of administrative tasks by the intellectual capital development departments at Kryvbas ore-dressing and processing enterprise, creation of intellectual groups has been substantiated.

Establishment of the intellectual capital development department at Kryvbas ore-dressing and processing enterprise is suggested on the basis of intellectual groups. The functional tasks of the intellectual groups employees are determined.

The suggested structure is based on the principle of double subordination: performers on the one hand and direct executors on the other hand report directly to the head of the functional sector at the main office.

The intellectual group, on the basis of certain functional services, provides efficient collection and processing of relevant information for decision-making.

This model is the most consistent with the current organizational structure of the enterprise, and does not require significant changes, in addition to creating a new structural unit: the intellectual capital development department provides a close relationship of all structural elements of intellectual capital.

Keywords: intellectual capital, organizational structure, problem-targeted approach, intellectual group.

UDC 658.5

MODELS OF THE ENTERPRISE STOCK MANAGEMENT IN THE SYSTEM OF THE VALUE-BASED MANAGEMENT

**D. Besarab, post-graduate student.
Kharkiv National University of Radio Electronics.**

The existing models of stock management are analyzed with the purpose of identifying the most efficient one for a particular application field. The algorithm of actions on creating the system of the enterprise stock management with the purpose of raising its value, is suggested.

Keywords: stock, the system of value-based management, Wilson model, model «just in time».

UDC 338.12

**RISK SITUATIONS MODELING AT THE INNOVATIVE ACTIVITY
MANAGEMENT IN THE UNCERTAINTY CONDITIONS****E. Vasylichenko, post-graduate student.
Kherson National Technical University.**

All business processes are under influence of indefinite factors; therefore, making decision in the conditions of uncertainty takes place there. The reason of it is an increase of complication in the decision making process, its dependence on previous and subsequent decisions, reasons for their making and consequences.

All this considerably influences the necessity of raising the decision making quality. It is necessary to take into account the conditions of uncertainty and risks, analyze them, and develop models and methods of making decisions. Topicality of this problem is also increased by growth of instability in economic relations that increases the probability of making groundless and unreliable decisions and, in its turn, results in the growth of risks.

During decision making in the conditions of uncertainty and risks, the principle complication in choice of a decision is caused by the ignorance of the veritable state of environment in production objects functioning. Criteria of Wald, Savage, Gurvic and Laplace, the same as criteria of the expected efficiency value of the determined size and the dilatation extent, and also subjective attitude to making decision on the risks, take into account the uncertainty factor by realization of hypothesis about environmental conduct. The use of the indicated criteria is only provided by the method of rational analysis of uncertainty, while account of risks and modeling of possible development situations are required for making adequate management decisions.

The formalized method of risks account and modeling of innovative activity development situation is suggested. It is based on the integral use of the decision tree and Bayesian functions.

For transformation of strategic co-operations to the statistical decisions an experiment is used, which purpose is obtaining additional information about strategies of external environment and clarifying the posterior probabilities. After the experiment, the possibility of determining a great number of the best decision and choice functions appears. This choice is accompanied with the risks elements, which, in their turn, are determined by functions of the environment state.

A great number of the environment states must be known to determine the possible functions of expedient decision making, to use the Bayesian functions during the strategies determination.

If a prior distribution of environment states is unknown, the optimum strategy is the strategy based in the use of minimax functions. The optimum strategy of management is based on generalizing the theory of Neumann-Morgenstern utility and on eventual co-operations of the two participants.

For finding Bayesian function of decision, concerning some prior distribution, it is necessary to obtain discrete strategies of management from the statistical matrix form of presentation, taking into account randomization of external environment state.

During the use of the linear programming apparatus, where limitations are written down as equalities, it is possible to find the randomized minimax function of decision making. It is one of the methods to reduce calculation difficulties in comparison with the determined approach.

In the conditions, when the environment state, in the result of the conducted experiment, can't be simply determined, it is necessary to accept Bayesian approach of making decision in the conditions of risks, based on Bayesian formula. It allows performing the total account of uncertainty through probabilistic and causal relations between variables.

The suggested mechanism is approved for the analysis of strategies for the enterprises economic development, by statistical information processing and obtaining the exact results.

Keywords: risk, calculation, modeling, uncertainty.

UDC 65.011.44

**ANALYSIS OF THE IMPACT OF EXTERNAL FACTORS ON
BUSINESS PROCESS REENGINEERING COMPANIES****V. Didukh.****National Technical University of Ukraine "Kyiv Polytechnic Institute".**

Problem definition. Business system is operating under uncertainty that have a direct impact on the functioning of industrial and commercial activity in general. The influence of external factors on business processes will help identify bottlenecks and stability of the business system to the effects of environmental factors.

Previous research analysis. Influence factors on production and business engineering companies revealed in the works of domestic and foreign scholars: O. Gavrish, S. Savchenko [1], A. Fatenok-Tkachuk [2], S. Voytko, T. Moiseienko [3], L. Master [4], T. Ivanova [5], I. Markina [6], V. Kulik [7], A. Golovkova [8] and A. Asaulom [9]. However, the lack of research attention paid to the impact of environmental factors on business process engineering companies.

Goal setting. The study aims to identify the impact of external factors on business processes. For this purpose to solve the following task: analyze production and business engineering companies; substantiate the impact of external factors on the business processes of the production system.

Primary material description. The influence of environmental factors on the current state of the machine-building enterprises. Proved functional relationship factors of external environment. A structural and logical scheme, which is based on a combination of external factors on the internal environment of business systems to business processes. Scientific novelty is to identify the key external factors that have a close correlation and regression dependence to assess the degree of influence factors on the resultant variable.

Summary. Activities engineering enterprises subject to external factors. This is manifested through the activation of the relevant business processes to balance and stabilize the key indicators of development. Specifications factors allows you to focus on the relevant business units responding to the challenges of the business environment and to concentrate resources on strategic areas of activity. Further scientific studies problem requires the internal organization of the enterprise value and performance of the individual business processes.

Keywords: financial and economic situation; external environment of the company; engineering enterprises; external factors.

UDC 339.166.5

**INTERNATIONAL EXPERIENCE OF THE INTELLECTUAL
POTENTIAL DEVELOPMENT STIMULATION AND OF
INTELLECTUAL PROPERTY PROTECTION****I. Chychkalo-Kondratska, Doctor of Economics, Professor.****N. Tenytska, post-graduate student.****Poltava National Technical Yuri Kondratyuk University.**

The analysis of the foreign countries' experience on the intellectual potential development, particularly introduction of intellectual property objects into the economic circulation. Measures in the field of the intellectual potential development stimulation and instruments for their implementation and intellectual property protection have been studied.

Keywords: intellectual potential, intellectual property, promotion, protection.

UDC [339.9+330.1](477)

TENDENCIES AND FEATURES OF THE WORLD ECONOMY INNOVATIVE DEVELOPMENT

**B. Zaremskyi, post-graduate student.
SHEE “Vadym Hetman Kyiv National University of Economics”.**

The article deals with tendencies and features of the present stage of the world economy development – deepening of technological asymmetries, R&D monopolization, strengthening of integration processes in the sphere of innovative activity. It analyzes the driving forces and factors of the world economy innovative development. On the basis of the statistical and factual data analysis, classification of the countries depending on the extent of their participation in global innovative processes is offered.

Keywords: knowledge economy, technological globalization, technological asymmetries, innovations.