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UDC 33cП86

**DEVELOPING AN EFFICIENT STRATEGY
OF A NEW PRODUCT PROMOTION**

**S.Y. Khaminich, Doctor of Economics, Professor, Head of the Marketing Department.
A.Yu. Shumskaya, student of EM-11-1 group.
Oles Honchar Dnipropetrovsk National University.**

The authors explore the development of an efficient strategy to promote a new product in the ice cream market of Ukraine, taking as an example the leading manufacturer LLC "Lasunka". Using a new product of ice-cream "Stakan-Velykan", the development strategy has been proved, as well as low-cost quality strategy. The feasibility of the selected strategies to promote a new product in the market has been analyzed.

Keywords: promotion, strategy, product, ice-cream market.

UDC 338.24(574)

**CONCEPT OF INDUSTRIAL ENTERPRISES INNOVATIVE
DEVELOPMENT HARMONIZATION IN UKRAINE AND
KAZAKHSTAN**

**N.B. Davlyetbayeva, PhD, Associate Professor, Head of Company's Management
Department, Karaganda State Technical University.**

The up-to-date trend of industrial enterprises innovative activity in Ukraine and Kazakhstan is analyzed in the article. The comparative analysis of industrial enterprises innovative development in Ukraine and Kazakhstan is provided as unique innovation policy of the two countries and recommendations for harmonizing management of innovative development are given to strengthen cooperation and the existing relationship between Ukraine and Kazakhstan. It has been proved, that the priority of innovation policy is to coordinate the policies and efforts of various institutions and to form synergetic interaction between participants of the innovation process.

Keywords: national innovation system, synergy, innovation development, innovation policy, innovation process, cooperation.

UDC 338.3: 330.421.2(477)

**PROBLEMS AND WAYS OF INNOVATIVE STRATEGIES
IMPLEMENTATION AT THE ENTERPRISES OF UKRAINE**

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Department, Poltava National Technical Yuri Kondratyuk University.
O.P. Goloborod'ko, PhD, Associate Professor, Management and Administration
Department, Poltava National Technical Yuri Kondratyuk University.**

This article is devoted to research of problems and ways of innovative strategies implementation, methods of activating innovative strategies implementation at the enterprises of Ukraine.

Keywords: innovative strategy, innovation, innovative infrastructure, innovative policy, scientific and technical policy.

UDC 339.44

DEVELOPMENT OF FRANCHISING IN UKRAINE

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V.V. Semenets, student. Poltava National Technical Yuri Kondratyuk University.**

Franchising as an efficient form of business in the developed world is considered, and activities in Ukraine are analyzed. The necessity of solving problems arising in the course of such activities is substantiated. The prospects of this business in Ukraine are defined.

Keywords: franchising, franchise, franchise system, commercial concession agreement.

UDC 33cП86

MANAGEMENT OF INDUSTRIAL GOODS PROMOTION IN FOREIGN MARKETS

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The problem of the Ukrainian enterprises promotion in foreign markets is studied on the basis of joint venture JUBE «UkrtehnosynteZ». Recommendations for the product promotion management and selection of foreign markets for the company are suggested. The feasibility of entry to the market of Belarus has been analyzed.

Keywords: promotion, management, manufactured products, market compressor equipment.

UDC 338.43:664.1

COMPETITIVENESS OF SUGAR BEET PRODUCTION AT THE POLTAVA REGION ENTERPRISES

I.V. Chirva, graduate student. Poltava State Agrarian Academy.

The dynamics of sugar beet production development at the Poltava region enterprises is analyzed. Comparison of production costs of sugar beets, sunflower, rape at the region's agricultural enterprises is carried out. The basic indexes of agricultural goods production efficiency in the competition are revealed. Methods are offered to raise efficiency of the industry.

Keywords: sugar beet production, sugar beets, agricultural enterprises, costs, efficiency.

UDC 330.111:504:338.1 (477)

DETERMINATION OF THE BASIC FIELDS OF EFFICIENT STATE INFLUENCE ON ECOLOGICAL AND ECONOMIC DEVELOPMENT OF THE INDUSTRY

I.A. Bryzhan, Doctor of Economics, Associate Professor, Department of Enterprise Economics and Personnel Management, Poltava National Technical Yuri Kondratyuk University.

Economic development of many countries worldwide has been accompanied with inconsiderate attitude to environment for a long time. That has led to a dramatic worsening of environmental problems and ecosystem degradation. These resource and environmental problems can be solved with ensuring efficient and environmentally responsible functioning of industry. **The aim of the present research** is to analyze international experience in managing environmentally efficient industry development model intended for adopting the sustainable development strategy and identifying key areas of active state influence on ecological orientation of the industry's economic development.

The performed analysis showed that at the national level developed countries carry out structured, centralized environmental policy aimed at ensuring sustainable development, videlicet reducing environmental pollution with direct and indirect regulation methods. Notably, in Canada, the USA and Japan strict environmental standards are quite widely used. The main principles of environmental and economic regulation in these countries include prevention and neutralization of ecological consequences and compensation for losses. In addition to that, indirect methods of environmental and economic regulation are generally employed in the USA.

Among the EU member states, Germany is the leader in carrying out environmentally efficient industrial policy. Germany's industrial enterprises pay great attention to developing technologies which permit reducing water and air pollution as much as possible.

Switzerland has topped the environmental efficiency rating for several years running. Efficient environmental policy based on considerable government financing and active public participation helped the country in achieving such a success. Efficiency of Switzerland's environmental policy is founded on a well-thought-out legislative framework and its accurate implementation, when law-enforcement authorities are involved.

The analysis of international experience showed that taxes are an efficient method of carrying out a country's environmental policy. Using taxes as an instrument of environmental and economic regulation favors reduction in emission and waste producing, improves waste recycling process, stimulates adoption of processes and technologies intended for using less carbon dioxide-intensive energy carriers in manufacturing.

Furthermore, one of the efficient instruments for environmental and economic regulation of industrial growth, which is actively used in developed countries, is environmental insurance. Accounting for 42.1 % of the total European insurance market, France is a recognized European leader in eco-risks insurance.

Thus, first of all, the socio-economic development of a country should take into consideration an ecosystem's potential for enduring present and future man-induced load. It becomes possible, when changing

over to the sustainable development model, which should be based on environmentally sensitive industrial management. The performed analysis of the international experience in shaping and carrying out environmental industrial policy indicates that *the key areas* of the active state influence on ecological orientation of economic development are the following:

- creating an environmentally sensitive regulatory base;
- introducing and strengthening economic instruments;
- creating stimuli for more active adoption of ecological innovations, low-waste and resource-saving technologies by industrial enterprises;
- using classic eco-political instruments;
- activating demand for production ecologization at the consuming end;
- contributing to new product and market development, ensuring efficient support of ecological goods export, services and technologies;
- promoting scientific and technical developments and projects aimed at creating ecological innovations.

UDK: 658

DEVELOPMENT OF BALANCED SCORECARD FOR SMALL BUSINESSES OF AGRICULTURAL SECTOR AS A TOOL FOR MANAGEMENT ACCOUNTING

Yu.S. Pogorelov, Doctor of Economics, Associate Professor, Head of the Accounting and Audit Department. Yu.Yu. Mironova, PhD, senior teacher, Accounting and Audit Department. T.G. Zlyvko, student of 501-EOM group. Poltava National Technical Yuri Kondratyuk University.

The essence, functions and stages of creating a balanced scorecard as a tool for management accounting are under consideration. Key strategic objectives and requirements, that must be followed during formation and evaluation of the system performance, are established. A list of indicators to measure the performance of small businesses in the agricultural sector is offered for use.

Keywords: strategic management, purpose, balanced system of indexes, system of indexes estimation.

UDC 658.152

SCIENTIFIC AND METHODOLOGICAL APPROACHES TO THE FORMATION OF INDUSTRIAL ENTERPRISE DEPRECIATION POLICY

L.V. Ovod, PhD, Associate Professor, Accounting and Audit Department, Khmelnytsky National University.

The problems of formation of industrial enterprise depreciation policy under crisis conditions are considered. The necessity to apply the totality of scientific and methodological approaches together to its formation is substantiated. The content of the suggested approaches within the organizational and economic mechanism of the depreciation policy is revealed.

Keywords: depreciation policy, approaches to depreciation policy formation, mechanism of the depreciation policy management.

UDK: 336.764.1:631.162

EVALUATION AND ACCOUNTING OF CURRENT BIOLOGICAL CROP PRODUCTION ASSETS.

L. Yu. Marchenko, senior lecturer, Department of Accounting and Audit, Poltava National Technical Yuri Kondratyuk University. V.V. Prydatchenko, student of 201-EO group. Poltava National Technical Yuri Kondratyuk University.

In this article the evaluation and accounting of biological crop production assets are carried out. According to changes in the national accounting standard of agricultural enterprises accounting, 30 «Biological assets» have been studied. Suggestions concerning self-selection of valuation type for crop production biological assets and their accounting are grounded.

Keywords: current biological crop production assets, evaluation, accounting, fair value, actual prime cost.

UDC 369.5

ASSESSMENT OF THE PENSION SYSTEM EFFECTIVENESS IN UKRAINE

**Zavora Taina Mukolaivna, PhD, Associate Professor of Finance and Banking,
Poltava National Technical Yurii Kondratuyk University.**

The necessity of creating an effective system social protection in the context of Ukraine's national security in the social sphere was grounded. Analysis and evaluation the effectiveness of pensions in Ukraine and Poltava region was carried out. It has been proved that the efficiency of the first level of the pension system depends on the situation on the labor market, the number of employed population, the size of their wages and the level of its shadowing. The reasons for further reform of the pension system in Ukraine have been identified: overload of privileges; growing demographic pressure on the existing system of joint and several; the low level of pension payments; lack of interest of the population and employers pay large pension contributions.

Keywords: national security, pension, pension system, obligatory state pension insurance.

UDC:005.336.4

INTELLECTUAL CAPITAL: THEORETICAL ASPECTS AND CURRENT TRENDS IN UKRAINE

O.V. Popelo, PhD, Chernihiv National Technological University, Chernihiv, Ukraine.

The article is considering the essence of the "intellectual capital" concept. The intellectual capital structure has been considered with account of different scientists' views to identify its elements. The essential characteristics of the "human capital", "structural capital", "technology capital", "social capital" concepts have been presented. The current state and trends of intellectual potential in Ukraine have been analyzed.

Keywords: intellectual capital, human capital, structural capital, technology capital, social capital, intellectual resources, intellectual potential.

UDC 336.6:631.15

CRITERIA OF IMPROVING FINANCIAL AND CREDIT SUPPORT OF AGRICULTURAL ENTERPRISES DEVELOPMENT

**O.S. Bondarenko, PhD, Associate Professor, Accounting and Audit Department,
Lugansk National Agrarian University, Kharkiv.**

One of the problems of financial and credit support of the company is to determine the optimal structural proportions between equity and debt. They have a significant impact on the performance of the company and the final results of its operations. Improving the ratio of equity and debt, based on the capital pricing as a relative value of the costs incurred by the organization to attract financial resources from various sources, the author suggests a refined method of calculating the price of individual capital elements in view of the agricultural enterprises functioning. An approach to improving the financial and credit support of agricultural enterprises is based on economic and mathematical methods and specific criteria, which allow to reliably calculate the cost of financial resources attracted from various sources and to provide an optimum level of profitability and financial stability.

The peculiarity of the agricultural production is the land use. Today, the agricultural land use law in Ukraine provides the following options: the right to private property, leased land and permanent use. In this paper, a refined method of calculating the value of agricultural enterprises' financial resources borrowed from various sources is suggested, taking into account the normative value of the land and characteristics of the financial and credit support of agricultural production, which will allow to reliably determine the cost of capital and profitability.

The optimal capital structure is a ratio of equity and debt sources, which will ensure the best value of the improvement criteria for a given level of financial stability and achieving the maximum efficiency of their use, while minimizing the weighted average price of capital. To find the optimal combination of capital structure and the level of financial sustainability of agricultural enterprises, a model is offered to optimize the capital structure of the criteria to minimize its weighted average prices, taking into account the characteristics of the agricultural production, and to maximize efficiency of the financial resources using.

UDC 336.225.66

MECHANISM OF TAX RELIEF AS A FACTOR OF ENERGY SAVING PROJECTS IMPLEMENTATION.**T.V. Gil'orme, PhD, senior lecturer, Department of Statistics, Accounting and Economy Informatics, Oles Honchar Dnipropetrovsk National University.****T.V. Khrushcheva, graduate student, Department of Statistics, Accounting and Economy Informatics, Oles Honchar Dnipropetrovsk National University.**

The paper deals with analysis of state authority activities with regard to the implementation of renewable power generation in Ukraine, as well as mechanisms of introducing the incentive legislation: 'green' tariffs, tax benefits and other means of creating favorable investment climate for business entities. The authors consider the role of the state in solution of the given task through: improvement of legal and regulatory framework on the basis of the developed countries experience on par with national experience, creation of scientific and technical capacities to support national developments, providing business incentives for implementation of low-carbon energy sources, creation of favorable environment for investments and establishment of efficient control over decision-making and legislative execution.

Keywords: alternative energy industry, 'green' tariff, green tax, tax benefits, compensatory payments.

UDC 336.22

PROBLEMS OF THE TAX SYSTEM AND THE TAX BURDEN IN UKRAINE**Fedosova V.E., undergraduate. Taras Shevchenko National University of Kyiv.**

The essence of formation of the tax system of Ukraine has been reviewed. The essence of the tax burden possible on the micro and macro levels have been grounded. The approaches to the determination of the tax burden have been analyzed. The level of the tax burden in Ukraine has been reviewed. Tax revenues to the consolidated budget of Ukraine and the dynamics of change in total tax burden have been analyzed. The efficiency of the tax system of Ukraine has been investigated.

Key words: tax system, taxes, tax burden, efficient tax system.

UDC 330.342

ECONOMIC AND TECHNOLOGICAL BASES OF THE ENERGY SPHERE DEVELOPMENT**O.S. Maksymenko, PhD, Associate Professor, Department of Economic Theory and Regional Economy, Poltava National Technical Yuri Kondratyuk University.**

The driving forces of development in the energy sector as a separate sphere of relationships existence concerning production, conversion, transportation and consumption of energy in all forms are considered. The concept of "energy process" and "energy transition" as a form of energy sphere is substantiated. Modern trends of energy sphere development are determined.

Keywords: energy sphere, energy process, energy resource, energy transition, economic development.

UDC 631.4:631.11

LAND RELATIONS AND LAND MANAGEMENT REFORMING UNDER NEW CONDITIONS OF MARKET CHANGES**O.V. Pinchuk, PhD, Associate Professor, Department of Geodesy, Cartography and Land Management, Chernihiv National University of Technology. V.F. Pinchuk, senior lecturer, Moscow State Engineering University Branch in Chernihiv. I.I. Sydorenko, senior lecturer, Chernihiv National University of Technology.**

Problems of the land relations reforming in Ukraine have been studied. The necessity of introducing the stable land use in modern conditions of managing is substantiated. The realization prospects of land relations under the obligatory accumulative system are defined.

Keywords: agriculture, land reform, land management.

UDC 339.727.22

ORGANIZATIONAL AND ECONOMIC MECHANISMS OF FOREIGN DIRECT INVESTMENT ATTRACTING INTO INDUSTRY OF UKRAINE'S REGIONS

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Foreign direct investment (FDI) is generally considered as a driving force in the country's region integration into the globalization process that characterizes the world economy. The authors have studied trends in modern investment flows into the regions of Ukraine. These flows' aspects in the context of current crisis processes are defined. The article focuses on the nature and displays the structure of organizational and economic mechanism to attract foreign direct investment into industry of Ukraine's regions. Overall article is valuable for studying the problems of foreign direct investment, its peculiarity is that it focuses on the main causes of inefficient regulation of foreign direct investments into the regions of Ukraine.

Keywords: foreign direct investments, region, industry, region's investment attractiveness, organizational and economic mechanism of attracting foreign direct investments.

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THE EFFICIENCY OF ORGANIZATIONAL SUPPORT TO INNOVATIVE ACTIVITY IN MYKOLAIV REGION

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Main instruments of regional innovation policy are explored. The organizational support to Mykolaiv region's innovative activity is considered. The estimation of the regional innovation policy implementation efficiency in the Mykolaiv region is presented.

Keywords: organizational support, innovative activity, innovation policy instruments, efficiency, regional innovation policy.

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USE OF INFORMATION TECHNOLOGIES AND SYSTEMS IN TERRITORY MANAGEMENT

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The present paper considers how information systems and technologies penetrate into all business functions and link them efficiently. A manager must make one-time queries to the database of an organization and communicate with a computerized information system, gradually approaching to the decision. This is particularly necessary for the development of socio-economic, organizational and production systems (company, organization, territory).

Keywords: information technologies, information systems, management in land surveying, management technologies.