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Стаття посвячена дослідженню теоретических основ аналізу економіческoї безпеки і напрямленням її забезпечення на основі стабілізації розвитку реального сектора економіки. Определена сушність категорії економіческaя безпека як категорії, котрої присущі системні ознаки.

Ключевые слова: *економіческaя безпека, рівні економіческoї безпеки, ієрархіческaя декомпозиція, ризик економіческoї безпеки, технологіческaя безпека, інвестиційна безпека, продовольствєнна безпека, принципи забезпечення економіческoї безпеки.*

Thises paper is devoted to the research of the theoretical bases of analysis the economic safety and the ways of its providing on the base of stabilization the development of the real sector of economy. Author determines the essence of the category of economic safety as a category, which has system characteristics.

Key words: *economic safety, the levels of economic safety, hierarchic decomposition, the risk of economic safety, technological safety, investing safety, food safety, principles of providing the economic safety.*

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GLOBAL RISKS AND THEIR IMPACT ON SOCIO-ECONOMIC DEVELOPMENT

The article dwells upon chances and risks of globalization and determines their possible consequences for national economies and global market as a whole. Much attention is paid to defining major groups of risks and their interconnections, which are considered to be possible threats of sustainable development and economic growth, as well as to giving some recommendations as for overcoming burning problems of socio-economic-political environment.

Key words: *globalization, global risks, global governance, global risks impact, illegal economy.*

The main task of the article is to analyze the essence of the significant process of globalization, to understand how global risks produced by human activity are evolving, how their interaction impacts different economic agents and which government levers and regulations are involved in managing them. To achieve this task it's vital to investigate a variety of opinions concerning globalized economy, to determine phenomena accompanying this process, namely effects of globalization, global governance, to give classification to main group of global risks and describe their impact.

Globalization as an economic phenomenon was deeply investigated since closing years of the twenties century. It stimulated heated debate and its clearly seen from the literature dedicated to studying it that there is little agreement about the term, the process and especially about the effects and consequences. Contemporary society is considered to be in the middle of major economic, cultural and institutional changes that might become the cause of future possible chances and risks of the world economy development.

Last events showed that global economic sustainability decreased while increasing geopolitical tension. Governments and societies face rather difficult period in history – a period of serious systematic changes and reveal their failure not even to overcome problems and contradictions but to maintain sufficient level of economic development and.

It is worth noting that globalization has generated certain level of economic prosperity, reshaping the world and making it highly interconnected. The benefits of globalization are perceived without saying. But they seem to be unevenly spread – a minority is seen to have harvested a disproportionate amount of the fruits [5]

Together with this globalization brings certain threats to economic development of countries. These threats could be identified as global risks.

There are some characteristic features of a «global risk»:

- global geographic scope – risks that affect no less than three world regions on at least two different continents. Despite their local or regional origin these risks can be felt globally;
- cross-industry relevance - risks that affect three or more industries;
- uncertainty as to how and when it might occur – how the risk manifests itself within 10 years combined with a uncertainty about the magnitude of its impact;
- economic and social impact – the risk that has a potential to cause economic damage of US\$ 10 billion or more.

Two risks could be identified as the most important in terms of their impact on the world welfare. They are economic disparity and global governance failure.

Economic disparity could be defined as wealth and income disparities, both within countries and between countries, threaten social and political stability as well as economic development.

Economic disparity is tightly connected with the problems of corruption, demographic challenges, fragile states, global imbalances and is perceived by experts as influencing chronic diseases, infectious diseases, illicit trade, migration, food insecurity, terrorism and weapons of mass destruction. Despite increasing economic growth in some emerging economies, many countries still remain their existence with low standards of living, which means poverty, bad social infrastructure, political instability etc.

Global governance failures is determined as weak or inadequate global institutions, agreements or networks, combined with competing national and political interests, impede attempts to cooperate on addressing global risks. It includes UN climate change negotiations, the uncompleted Doha Development Round of trade negotiations, lack of progress on some of the Millennium Development Goals.

First, it's vital to give definition to the term «global governance». Global governance or world governance is the political interaction of transnational

actors aimed at solving problems that affect more than one state or region when there is no power of enforcing compliance. Traditionally, governance has been associated with «governing», or with political authority, institutions, and, ultimately, control. Governance in this particular sense denotes formal political institutions that aim to coordinate and control interdependent social relations, and that have the ability to enforce decisions. However, some authors have also used «governance» to denote the regulation of interdependent relations in the absence of an overarching political authority, such as in the international system. Some now speak of the development of «global public policy».

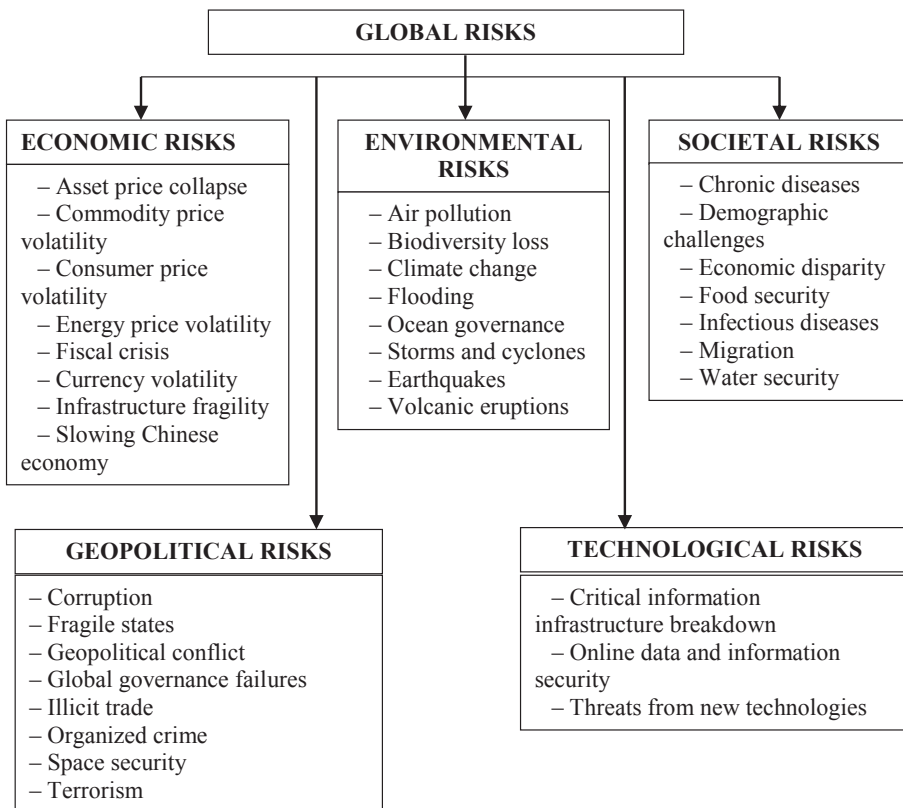


Fig. 1. Global risks classification

Adil Najam, a scholar on the subject at Boston University and now at the Fletcher School of Law and Diplomacy has defined global governance simply as «the management of global processes in the absence of global government» [3]. According to Thomas G. Weiss, director of the Ralph Bunche Institute for International Studies at the Graduate Center and editor of the journal *Global Governance*: «‘Global governance’— which can be good, bad, or indifferent— refers to concrete cooperative problem-solving arrangements, many of which increasingly involve not only the United Nations of states but also ‘other UNs,’ namely international secretariats and other no state actors» [3].

Due to the increase in global problems. This point is illustrated by the environmental dangers threatening the planet, but is not confined to this issue alone. It calls for the organization of collective action to be prioritized, ahead of the integration of managing bilateral relations. This result in a new model for representing and managing interdependence that tends to apply to a growing number of areas.

Some scientists argue that «to ensure that decisions taken for international integration are sustainable, it is important that populations see the benefits, that states agree on their goals and that the institutions governing the process are seen as legitimate. These three conditions are only partially being met» [2, p. 24].

The authors refer to a «crisis of purpose» and international institutions suffering from «imbalance» and inadequacy. They believe that for these institutions, «a gap has been created between the nature of the problems that need tackling and an institutional architecture which does not reflect the hierarchy of today's problems. For example, the environment has become a subject of major concern and central negotiation, but it does not have the institutional support that is compatible with its importance» [2, p. 25].

The risks, mentioned-above represent two major global risks of contemporary society, also being a cause of some other negative effects, which in this article could be divided into four clusters: economic cluster, illegal economy cluster, environmental risks and may others.

The cluster of three economic risks includes both internal imbalances, occurring within countries, and external imbalances existing in international sphere. These global economic risks are represented by global imbalances and currency volatility, fiscal crisis and asset price collapse.

Internal imbalances are produced by many factors, including government policies and private sector behavior and are influenced by the stage of economic development. External imbalances are also of great importance. They represent a mismatch between saving and investment. Deficit countries do not save enough relative to their investments, and surplus countries do not invest enough given their high savings. It should be mentioned that external imbalances are not so bad. They just become a problem in case of contributing to an accumulation of debt or of foreign reserves.

These imbalances could be the reason of two groups of risks. First, they lead to slow growth, increasing accumulation of debt. Second, such weakness creates the risk of excessive capital flows to emerging markets and thus to asset price collapse.

These risks are strongly interconnected with other global risks. For example, fiscal pressures in advanced economies will accelerate the ongoing power shift towards Asia, increasing the risk of geopolitical tensions. All three risks could also cause global governance failures.

Global imbalances increased significantly between 1996 and 2009. The IMF and Bank of International Settlements analysis shows that without serious regulations in medium-term, almost all advanced economies face threats to fiscal solvency in the long-run. This suggests that countries will have to increase taxes or reduce their spending in order to cover the gap between expected future liabilities and expected future income [4].

In terms of World Economic Forum discussions three possible scenarios were highlighted. In the first scenario there's threat of both fiscal and banking

crises in certain advanced economies. In some countries crises in public finances will mean a fall in value of government bonds, taking with them the value of assets invested by financial institutions. The direct impacts of fiscal crises are likely to be compounded by credit and banking crises with adverse systemic implications.

In the second scenario, emerging markets experience an asset price collapse/ loose monetary policy and slow economic growth in advanced economies, together with high growth in emerging markets, is already attracting increasing gross capital flows to emerging economies. Although some emerging markets are trying to restrain these capital inflows, it would be difficult for all emerging markets simultaneously to resist the upward pressure on their currencies. Such asset bubbles could result in severe crashes, damaging both emerging markets and the world economy as a whole.

The third scenario, regarded as unlikely, is a repeat of a stagflation of the 1970s in advanced economies. This scenario provides loose monetary policy proving unable to stimulate economic activity, while supply-side restrictions for commodities and energy arise because of geopolitical conflict in the Middle East, leading to a loss of confidence in the ability of central banks in advanced economies and emerging countries to control inflation.

Table 1

Impact of illegal economy risks

Impacts	Direct impacts	Indirect impacts
Impact on governments	<ul style="list-style-type: none"> – Weak institutions and corruption of law – Lack of continuity in policies affecting business – Small tax base – loss of revenue – Threats to political stability 	<ul style="list-style-type: none"> – Decreased regional investments – Shift of power to disruptive groups
Impact on society populations	<ul style="list-style-type: none"> Lack of trust in public institutions Brain drain – skill depletion from emigration 	<ul style="list-style-type: none"> Reduction in tourism Destruction of biosphere through unregulated activities Criminalization of segments of population
Impact on businesses	<ul style="list-style-type: none"> Increased transaction costs Lost legitimate sales Exposure to threats, bribes and reduced security of personnel 	<ul style="list-style-type: none"> Higher costs of capital Pressure to participate in corrupt practices through perceived competitive disadvantage

The next group of risks that are in focus includes illicit trade, organized crime and corruption (tabl.1). These risks are closely connected with other global risks – fragile states, terrorism and geopolitical, together with them having significant and negative impact on global stability. This group also arises from the first one – economic disparity provides an enabling government for illicit trade, corruption and organized crime. Although this group of risks is

often seen as those characterizing emerging economies, a significant part of demand for illicit goods is generated by advanced countries. Illegal networks also use the international banking and real estate systems to facilitate their financial management.

The impact of this group of risks can also spread far beyond emerging economies. For example, illicit trade of intellectual property-protected goods reduces incentives for innovation and investment. Trade in counterfeit medicines risks human health globally. Security risks arising from fragile states – terrorism and geopolitical conflict – may have broader consequences. As tabl. 1 shows, corruption in both emerging and advanced economies is a low-intensity transaction cost that distorts markets and undermines the rule of law.

Illicit trade is now thought to represent between 7 and 10% of the global economy – in some countries illicit trade is the major source of income. Tabl.2 shows the market size of illicit trade of different goods, the numbers are extremely rough estimates and are the subject of significant debate.

Table 2

Market size of illicit trade

Illicit goods	Estimated in USD billion
Counterfeit pharmaceutical drug	200
Prostitution	190
Marijuana	140
Counterfeit electronics	100
Cocaine	80
Opium an heroin	60
Web video piracy	60
Cigarette smuggling	50
Human trafficking	30
Natural recourses trade and environmental crimes	20
Art and cultural artifacts	5
Small arms	1

One of major problems in regulating this type of risks is that structures which enable illicit activities also benefit many people who would not consider themselves as engaging in criminal behavior. Increasing transparency and reducing illicit trade would undoubtedly involve increased costs and lower profits for many businesses. Similarly, there are large costs in shifting populations who currently rely on producing goods for illicit markets too other legal activities. The measures to withdraw this group of global risks imply the following: improvement of global coordination, increase of transparency of international financial and trade flows, increased demand side intervention, reducing economic disparity.

Environmental group of global risks concern water-food-energy risks. Their impact on the global society could be felt in the following way: increased levels of hunger and poverty, increased environmental degradation, stagnation

in economic development, treats to energy security, increased resource prices, commodity price volatility, energy and water restrictions etc.

Economic growth and population growth are common drivers for all tree risks, especially as improving living conditions in emerging economies results in more resource-intensive consumption patterns. Environmental pressures also drive resource insecurity – from climate shifts to extreme weather events.

Agriculture is the dominant water user, consuming more than 70% of total global water demand. Industrially produced meat is especially water-intensive, requiring up to 20 000 liters of water to produce a kilogram. Both population growth and increasing meat consumption in emerging economies will therefore have tremendous impact on resource needs.

Over the next 10 years the world population is expected to rise from the current 6,83 billion to approximately 7,7 billion, with most of the growth in emerging economies. The United Nations Food and Agriculture Organization projects a 50% increase in demand for water. The International Energy Agency forecasts that the world economy will demand at least 40% more energy by 2030. For such increased demand for water, food and energy to be realized, significant and perhaps radical changes in water use will be required as well as new sources for food and energy production exploited.

Addressing global risks requires new capacities in terms of risk analysis as well as formal and informal risk response mechanisms at the global level. With global risks playing out both at the global and national levels; the world faces a significant challenge in coordinating national and global responses. While and increasingly turbulent global environment there is the temptation to always focus in the most recent risk event, it is important to take a long term perspective to risk assessment and response. Many global risks could emerge over decades rather than months or years. However it should be mentioned that even with the best analysis, it is difficult to anticipate or prepare for all the risks. So, organizations and decision-makers must continue to invest in human ability to adapt and learn, thereby building more resilient systems.

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У статті проаналізовано шанси та ризики глобалізаційних процесів та відзначено можливі наслідки для національних економік та глобального господарства. Особливу увагу приділено визначенню основних груп ризиків, які являють собою загрозу сталого розвитку світової економіки, а також їх взаємозв'язкам, та надано деякі рекомендації щодо подолання нагальних проблем сучасного соціо-економіко-політичного середовища.

Ключові слова: глобалізація, глобальні ризики, глобальне керівництво, вплив глобальних ризиків, тіньова економіка.

В статті проаналізовані шанси і ризики глобалізаційних процесів і відзначено можливі наслідки для національних економік і глобального господарства. Особливу увагу приділено визначенню основних груп ризиків, які представляють собою загрозу стійкому розвитку світової економіки, а також їх взаємозв'язкам, і надано деякі рекомендації по подоланню насущних проблем сучасного соціально-економіко-політичного середовища.

Ключевые слова: глобализация, глобальные риски, глобальное руководство, влияние глобальных рисков, теневая экономика.

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МЕТОДИ ОЦІНКИ ІНТЕЛЕКТУАЛЬНОЇ ВЛАСНОСТІ ПІДПРИЄМСТВ

У статті розкрито методи, які застосовуються в розрізі трьох основних підходів до оцінки об'єктів інтелектуальної власності (ІВ). Зазначені переваги та недоліки зазначених підходів. Виявлені проблеми, що пов'язані з оціночною діяльністю об'єктів ІВ.

Ключові слова: інтелектуальна власність, підходи до оцінки, методи оцінки, витрати, доходи, ринкова вартість.

Вступ. Оцінці інтелектуальної власності присвячено наукові праці таких зарубіжних і вітчизняних фундаторів економічної науки, як: Г. Берг, О.Б. Бутник-Сіверський, Л. Едвінсон, В. Іноземцев, А.М. Козирев, В. Леонтьев, М. Львов, М. Мелуон, Т. Стюарт та ін. В Україні питання побудови інституту інтелектуальної власності (ІВ) ще недостатньо досліджене. У результаті цього більшість підприємств не в змозі адекватно оцінити свої нематеріальні активи та сформулювати виважену стратегію управління інтелектуальною власністю, що заважає отриманню підприємством додаткових конкурентних переваг.

Інтелектуальна власність відіграє усе більшу роль у світовій економіці як фактор формування і підвищення вартості підприємства на ринку. Інтеграція українських підприємств у міжнародний економічний простір стримується низьким науково-технічним рівнем виробничої сфери, зношеністю матеріальних активів і дефіцитом фінансових ресурсів для їх модернізації. Управлінці все ясніше усвідомлюють, що інтенсифікація використання існуючого інтелектуального потенціалу є, напевно, єдиним фактором, яким можна завоювати стійке положення на українському і світовому ринках.

Міжнародними стандартами оцінки, які прийняті у 2001 р., а саме Стандартом 4 «Оцінка нематеріальних активів» визначаються основні підходи, що використовуються оцінщиками при визначенні вартості об'єкта ІВ. В Україні найважливіші законодавчі акти, що регулюють сферу цієї діяльності є Закон України «Про оцінку майна, майнових прав та профе-