

SUMMARIES

УДК 640.41.009.12

A. Donets

METHODICAL APPROACH TO THE DIAGNOSIS OF COMPETITIVENESS OF HOTEL ENTERPRISES

Key indexes such as Market Penetration Index (MPI), Average Rate Index (ARI), and Revenue Generator Index (RGI) are identified, based on the use of the resource approach to the assessment of the competitive position of the company in the hotel market. The direct correlation between Revenue Generator Index and Market Penetration Index and Average Rate Index by using mathematical transformations is confirmed.

The methodical approach to the diagnosis of the hotel enterprise competitiveness was proposed, which is based on three logical assumptions: the level of competitiveness of the hotel enterprise depends on the efficiency of its operations and its principal indicator that reflects the efficiency of the hotel enterprise, Revenue Generator Index has a direct correlation with Market Penetration Index and Average Rate Index. Use of this approach for the diagnosis of the hotel enterprise competitiveness helps to optimize management decisions aimed at improving the efficiency of the company in the hotel market.

УДК 658.15

S. Dubinskiy

MODERN APPROACHES TO IMPROVE ORGANIZATIONAL AND ECONOMIC MECHANISMS OF MANAGEMENT ACTIVITY INDUSTRIAL ENTERPRISES

Modern tendencies of competitiveness is forcing at foreign and local markets, influence on globalization growing, and integration into the global economics provide the necessity to improve organizational and economic mechanisms of enterprises managing.

Organizational structure functioning of big manufacturing enterprises in Ukraine has its own peculiarities. It's spoken about leading enterprises of mechanical engineering and metallurgical branches. The peculiarity of production and technologies don't allow the enterprises to react immediately on permanent changes of environment.

As a result giving the general characteristics of the organizational structure we can emphasize the following suggestions which determine its validity:

- organizational structure of the enterprise which provides coordination of all management functions;
- structure of the organization determines rights and responsibilities of managerial levels;
- the type of the organizational structure depends on the effective activity of the enterprise, its usage and prosperity;
- the structure taken in the concrete firm determines organizational behavior of its employees.

It has been determined the prominent role is played by the strategy of the enterprise development, the strategy to reduce the costs or the strategy which includes the features of these both ones choosing the organizational structure and improving organizational and economic mechanism.

УДК 339.7

P. Dziuba

GLOBAL IMBALANCES IN INTERNATIONAL PORTFOLIO FLOWS: EMPIRICAL TESTS OF SOME THEORETICAL APPROACHES

This article is devoted to the empirical testing of some International Capital Assets Pricing Model theoretical postulates. The one tested refers to the three fund theorem and implies

that all international portfolio investors should hold equal portfolios containing all stocks of the world market proportionally to their world market capitalization. The hypothesis on the imbalances between the mentioned indicators is confirmed. The shares of the explored 71 markets in the world market portfolio and in the global portfolio liabilities during the period between 2001 and 2012 are calculated. These figures differ in favour of the first and in some years they differ significantly. The uncovered imbalances support the fact that the explored markets in particular and the world market as a whole are underinvested. The special calculation methodology is developed. The level of a market foreign overinvesting / underinvesting level is calculated as the difference between the relations of the actual factor – the share in the global portfolio liabilities to the equilibrium factor – the share in the world market capitalization and the unity.

The overinvesting / underinvesting level is calculated for all countries and the double criteria analysis is being carried out. The 9-cluster overinvesting / underinvesting level matrix is elaborated and examined. The matrix analysis did not allow supporting the theoretical idea that the market dynamics were to tend to equilibrium and the arising imbalances were to be self-liquidated. Instead different markets groupings show different dynamics patterns, different imbalances behaviour and different trends.

УДК 663.2:519.71

A. Garkusha, O. Serhieieva

DESIGN OF BALANCED OF THE ECONOMY GROWING OF WINERY ENTERPRISE

The article analyzes the essence of the economy growing of enterprise which is the necessary condition of development, to grow ability production and realization of products volumes on condition of increase of efficiency of the use of present resources (achievement of optimum proportions between volume indexes, which answers the «gold rule of economy»).

The economy growing of enterprise can take place mainly due to the personal funds (own capital increase due to the capitalized income), that provides the intensive type of development and extended recreation of enterprise. From other side, for growth of volume indexes of enterprise loan facilities can be attracted, but it is reflected on the partial or complete loss of its solvency and decline of financial firmness.

The three-component factor model of rate of the economy growing of winery enterprise, which is the system of three components (equalizations), which take into account influencing of separate parameters (factors of the first and second order) on the associate indexes of the economy growing are growth rates of volumes of the realized products, assets and property asset are offered in the article to take into account the specific features of winery enterprises. Practical realization of model foresaw the design of parameters of its components on the «Artemovsk Winery» example on the basis of different variants of their changes.

In accordance with the rich in content filling of each of components of the offered model, economic maintenance of rate of the economy growing characterizes possibilities of growth of volume of the realized products of winery enterprise due to the reinvestment of the personal funds in economic activity through intercommunication and interdependence of all aspects of activity of enterprise are production, financial and investment.

УДК 330.322

G. Glukha

INVESTMENTS AND THEIR IMPACT UPON THE ECONOMIC GROWTH

The article theoretically justifies the interdependence between economic growth and real investments.

The issue remains quite topical despite the fact that much of the economic literature is devoted to its study. However it is of the utmost importance to consider what the role of investments is when it comes to the economic growth in Ukraine.

The article theoretically justifies the dependence of economic growth and real investments, studies the gross fixed capital formation dynamics in Ukraine and compares real investments global trends

Global economic growth trends and GFCF in 14 countries have been analyzed. The results have shown that GDP growth directly depends on GFCF accretion in all the states under the study. In addition gross fixed capital formation in Ukraine has been considered. The correlation coefficient for Ukraine makes 0.88 that demonstrates strong interdependence between these indicators.

As we see it to renew the economic growth and development potential the highest priority here is to improve the state investment policy.

As the result Ukraine will accelerate its economic growth and by stimulating its industrial production will improve its population welfare.

УДК 655.3.066.23:519.71

E. Kholod, L. Yarmolenko, T. Chumak

INFORMATION SYSTEM MODELING PRICES PROMOTIONAL PRODUCTS

This article is devoted to a problem of creation of information systems of modeling of the price for advertising production.

The existing mathematical methods and models used at modeling of the price were analyzed, and the theoretical explanation was given for a choice of a component of price model. The offered model can improve quality of modeling of the price with the help of the advanced technique of drawing up of the price, on base of using the complex approach. Cost, market and the organizational components are taken into account that allows receiving a competitive price level.

The automated information system of modeling of the price is developed, that realizes of component of price model. The designing was executed in Microsoft Visual Studio 2008 with use of language C ++. The software includes precise system of modules, which have convenient interface, developed (unwrapped) system of the menu, all-round system of the menu, visual construction of windows, illumination of codes etc.

The offered system can be used in business connected to advertising. The efficiency of use of system is confirmed by introduction at the enterprise «Laksheri Communication».

The creation of additional modules is expedient as the further researches to connect the specified software with packages of the applied programs, which are used in work of the enterprise.

УДК 658.11

S. Kholod, S. Grushevskiy

SYSTEM-DESIGN APPROACHES TO THE SURVIVAL AND REPRODUCTION POTENTIAL OF THE ENTERPRISE

Modern science for the management considers the company as a classical system, and therefore the modern enterprises and their activities meet the majority of the provisions of general systems theory.

One of the main features of such systems is not just in the stability of the flow as it is inherent in all systems, regardless of their nature, but also the capacity for self-renewal and self-development.

When it comes to effective management capabilities, the company should have the possibility of its environmental impact. It is, first of all, change your perception of the environment itself, and change the philosophy of his understanding of the processes that take place around the company.

An effective mechanism should be considered a potential enterprise management play in the process of development, which allows the prediction based on the strategic potential to form an adequate subsystem operating capacity, which in turn allows fluid solution and the most promising tasks of the enterprise, them in a forecast system strategic development potential.

Research on management capabilities allows enterprises to distinguish two types of approaches: potential management and regulatory management. Since management aimed at reproduction and development potential in the market space and time, regulating management should support the process survives bridge building. It should not be confused with the weather management of the strategic potential and regulating management represents adequately the operational management. This is a different concept, the essence of which will be revealed in the next work.

УДК 339.133:159.9

S. Kuzminov

MARKET DEMAND AND CONSUMER BEHAVIOR: PSYCHOLOGICAL ASPECTS OF THE INTERDEPENDENCE

The article concerns the problem of consumer behavior in the context of market demand. The scope of application of the standard model of market demand for the analysis of markets for non-identical products is analyzed. The problem of application of the neoclassical model of demand in antitrust regulation is identified. Based on a comparison of economic and marketing approaches to the definition of market edges the conclusion about fundamental differences between theory and practice in this matter is made. The challenges of solving the problem of non-identical products markets through the concept of cross-elasticity are revealed. The main problems of the concept of cross-elasticity are: a narrow range of applicability, the dependence on the price level. The problems of neoclassical price theory in the psychology of perception attributive characteristics of the goods are examined. The implicit neoclassical assumption of comparability of heterogeneous goods is refuted. Post-industrial economy is characterized by a change in focus of interaction between seller and buyer. Classic marketing during mid-twentieth century was aimed at identifying the needs for subsequent satisfaction of it. Modern marketing is focused on creating needs. Improving the efficiency of this type of marketing is possible through retransmission of signals about good qualities from buyer to consumer on the market.

УДК 657.1

S. Kuznetsova

ACCOUNTING PERSPECTIVE: STRATEGY, TAXES, E-COMMERCE AND SOCIAL ORIENTATION

Significant factors that led to the development of Ukrainian accounting concepts is the inability adopted methodology, methodological and organizational principles of accounting meet the information needs of users currently reforming the national economy. Background and the need to reform the accounting system is to change the properties of information management. For this reason, the relationship management entities and the accounting system can be considered as one of the properties of the operation of the accounting system, the external characteristics of accounting, which greatly affects its properties, internal characteristics.

The accounting system in the process of synergistic development must acquire specific characteristics: integrity, strategy (predictability), dynamics, electronic, creativity, actuary, social (environmental) orientation.

Strategic (predictability) accounting should be considered as the direction of the accounting system in terms of deepening analytical recording the accounting and transformation of financial statements provided to users of the financial analysis of problems related to commitments, control, cash and potential and decision forecasting (strategic) management decisions.

To develop a creative approach to accounting advisable to shift emphasis to the transformation of existing accounting systems to provide high-quality accounting information to external and internal users. In this regard must necessarily be using appropriate scientific methods and techniques that maximally prevent the introduction of instruments distortion of accounting information.

As social accounting and, in particular, environmental accounting, involving only the need for more detailed accounting of individual objects in terms of environmental focus, it cannot act as an independent accounting system, and should be considered only in the context of additional requirements on analyticity accounting information.

Use of existing conceptual approaches to further synergistic development of accounting in Ukraine provide transformation accounting system that will form the basis of qualitative information in the form of accounting information for management.

УДК 339.92

E. Limonova, K. Arkhipova

TRANSNATIONAL CORPORATIONS: THE MAIN STAGES OF DEVELOPMENT AND REGULATION OF THEIR ACTIVITY IN TERMS OF GLOBALIZATION

The article reveals and analyzes the basic directions of transnational corporation influence on the processes of globalization, accomplishes the chronological stages of transnational corporation development and their characteristics, justifies the necessity of their activity regulation.

At the beginning of the 21st century intensive production and investment globalization has begun. This procedure is accompanied by unification of separate economic subjects into one unit. The elimination of restrictions and blurring of the boundaries, the reduction of the temporary factor – all of these are the consequences of globalization processes. In these terms the activity of transnational corporations, their influence on the economies of the particular countries and the development trends of global economic indicators on the whole take on special significance.

Placing the particular parts and stages of renewal processes on the territories of the separate countries transnational corporations are the most powerful groups of corporate business that operate on a global scale and act the top role in the intensification of global economic interconnection. The financial and commodity flows run through the structures of transnational corporations and determine the development of the world economy. All mentioned above testifies to the actuality of theoretical comprehension of the transnational corporation phenomenon, the necessity of its further scientific research.

In order to achieve the target the author studies the impact of transnational corporations on the process of globalization, defines that the transnationalization of the global economy is the basic driving force of globalization, identifies the five generations of transnational corporations and examines their peculiarities. Also the basic regulation levels of the activity of transnational corporations are analyzed.

As a result of this investigation the author came to the conclusion that the transnational corporation is the component of the global economy that obeys its derivative laws and implements feedback effects on the global economy; it is the product of the globalization processes. In connection of the great number of new features in the modern transnationalization process the global economy and the corporate economy in the host country are affected. That is why there is the necessity of transnational corporation activity regulation on the four levels: supranational, intergovernmental, governmental and public one.

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P. Lytvynovska

METHOD OF SELECTION VECTOR MULTIVARIATE INVESTMENT PUBLIC-PRIVATE PARTNERSHIP

The technique of multivariate graphs-analytical solution of the problem areas is proposed for investment matching vectors, in order to select one of two alternative directions for multiple types of investments at various levels in the public-private partnership.

To ensure an objective comparison of alternatives and selection of suitable PPP in quantifying the required number of factors that characterize the existing regional national economic and cultural problems, usually require operational training informed decisions individuals make decisions, and taking into account the advantages party that invest in PPP – all this requires the development and application of technologically simple method for comparing alternatives and assess the benefits of a particular investment options within the PPP.

The use of multiple schedules factors in multi criteria decision making problems can make monotone transformation of variables and allows to transfer multi objective model into mono criteria one (after splitting factors to functionally homogeneous groups, further normalization and ranking of investment options according to their importance, which quantitatively characterize these factors).

Application of generalized quality areas for investment under PPP stages are determined by the schedules of multiple factors by technically simple procedure. This allows quantifying, comparing alternative courses of PPP aware of the problem and the factors by focusing on challenging issues to maximize outcomes PPP.

Additional procedures reduce synthesis of factors required for the preparation of decisions during management planning and to assess the impact of solutions is possible by programming and use of computer technology on the basis of guidelines that must be developed in accordance with the procedure laid down graphics and analysis of multivariate comparison and selection of the best in PPP.

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T. Mishustina

METHODS OF ASSESSING THE COMPETITIVENESS OF TRADEMARK ENGINEERING ENTERPRISE

The article has developed a methodical approach to evaluating the brand competitiveness of an engineering enterprise based on a system of quantitative and qualitative indicators of the competitiveness of the trademark (trademarking effectiveness; loyalty to the trademark, the business reputation of the enterprise which is the trademark owner and the legal protection of the trademark; latitude distribution, the average annual increase in value of the trademark, trademark sales profitability) and estimates models of the brand competitiveness as a volume geometric figure (pyramid), which is a quantitative measure of the stability of the trademark competitive state of the engineering enterprise. An estimation algorithm of competitive trademarks of engineering enterprises has been proposed. Competitiveness of the trademark has been offered to calculate volume of the figures which were formed by combining indicator values, using the formula of the volume pyramid. For the final determination of the result evaluation of trademark competitiveness, given that it is a relative indicator suggested to compare the competitiveness of the trademarks with the ideal level of brand competitiveness and the level of competitiveness of the leader that is a trademark which received the highest score of competitiveness. It is proved that such a methodical approach makes it possible to analyze the influence of individual factors that ensure the competitive position of the machine building company's brand on the market as well as to assess the possible consequences of their changes in the future.

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V. Mukhin, U. Pysmenna

GLOBAL DISPARITY OF ENERGY RESOURCES DISTRIBUTION AND ITS INFLUENCE ON THE ECONOMY SECURITY

In the conditions of economic relations globalization, among the most vulnerable issues of economy security is the guaranteeing of energy security. The sphere of oil and coal extraction and supply is almost fully involved in globalization processes around the world. The major segment of the world organic fuel extraction becomes an article of world trade,

while the dependence of stable performance of developed countries economies on oil import is higher and tends to enhance. Today the international oil market defines the overall situation at the world energy market. However, presumably during the nearest decades the solid fuels (coal) and the natural gas would competitor the second place in the world energy balance.

Modern energy system becomes an instrument for goals achievement and keeping the positions at the international politics arena. In addition to «demand-supply» mechanism, the world oil and gas market conditions are ponder ably influenced by the geopolitical aspect. Nowadays the geopolitical extra of oil ranges 10-15%, while in the eighties as well as in 1996-2003 it was absent. So the solution of global energy security problem has to be sought primarily in the field of stable and safe international primary energy resources trade, and then in the field of their exhaustion.

The great dependence of Ukraine on energy resources import fairly induces the economy deformations threat. The Ukrainian pipeline system is almost the only energy object of the world economy significance due to the favorable location between the extraction and consumption regions, its connection with arterial pipelines of neighboring countries, the European largest (after Russian Federation) complex of subterranean gas storages, as well as high operation and service level.

The forfeit by Ukraine of the position of oil and gas transit country would equal to the loss of economic independence and threaten the appearance on the geopolitical map of the world.

УДК 330.3

G. Ortina

EFFECT RELATIONSHIP WITH INTEGRATION STRATEGY FORMATION ECONOMICS DEVELOPMENT

In an economic theory there is not unity of ideas concerning interpretation of concept «integration». There is a number of his determinations from point of economy, business, management. The mechanisms of realization of integration is centralization and coordination. In addition the major mechanisms of integration relations of enterprises with international business-space is transnationalization and globalization of business. Complete integration is such method of action, at which a market mechanism is fully replaced inside the household operations, and the stages of production and distributing are overcome one hierarchical system.

Experience of functioning of companies is shown by existence of three types of integration relations: horizontal integration, vertical integration, and diversification. Coming from the features of development of industry it is expedient to examine integration relations in three aspects: as a form of ties of technological processes of participants of production; as development of ties and economic relations; as organizationally economic mechanism by which carried out ties participants of industry in the unique production-technical mechanism.

In modern terms integration relations are in industry it follows to examine as a difficult process of technological, economic and organizational combination of the ties stages of production, storage, transporting and realization of commodities, and also production-technical and financial providing, directed on the conduct of the extended recreation taking into account interests of participants of relationships.

УДК 658.6:519.71

M. Rogoza, A. Kuzmenko

MODELLING OF THE TRANSPORT NETWORK OF TRADING COMPANIES OF CONSUMER COOPERATIVES

The article is devoted to the construction of a new logistics model of Consumer Cooperatives in Ukraine.

The object of study is the formation of optimal logistics links between commercial entities of consumer cooperatives.

Purpose of the article is examined the nature and content of the logistics activities of trade SCC to determine the requirements for construction of logistics system SCC, to develop tools to improve the competitiveness of commercial enterprises SCC based on the optimization of transport network SCC.

Research Methods are systems and logistics approach, simulation and optimization of the transport network.

It is proved that this approach will provide logistic intensify the formation of efficient logistics systems (both within the organization of consumer cooperatives and intersystem nature – involving cooperative enterprises – at the local, regional and national level. Thus, determining the action to create a logistics system is the organization of the logistics chain, which results in the formation of economic relations take place between individual entities on all successive stages of promotion material flow. The basic requirements for the construction of the logistics system of consumer cooperatives are formed. The necessity of creation of logistic units both within the organization Ukoopspilka and beyond is proved.

Formed logistics optimization model of consumer cooperatives, which allows the proposed algorithm based on optimization of transport network SCC to search for the optimal transport network of consumer cooperatives.

The results of the article can be used for practice managers to improve trade logistics chain enterprises of Consumer Cooperatives in Ukraine.

Future direction of research tests effectiveness model and businesses materials of Consumer Cooperatives in Ukraine, occupying various positions in the market, finding stable relationships between the parameters of the model and the effective rate.

УДК 330.1

E. Samoylenko

THE FEATURES OF THE INFLUENCE OF SHADOW ECONOMY FICTITIOUS SECTOR TO THE ECONOMIC DYNAMICS

The present article examines the features of the influence of shadow economy fictitious sector to the economic dynamics. The research of the subjects activity consequences of this shadow economy sector allowed us to obtain the following conclusions: during the short period the fictitious economy stimulates the inflation costs, and also the decrease of the efficiency of the enterprises activity and the financial and credit system is observed, as well as the development of trade and agent companies and the informal segment of the shadow economy.

Due to the fact that during the long-term period the state statistical agencies allowed the fictitious work performance and as a result are the mistakes in the formulation and conduction of monetary, fiscal and currency policies. The wrong decisions performance is presented through the definite period of time, and as a result the wrong actions of the state will be imposed on the negative trends, which were appeared during the short term and will lead to the deterioration of the situation.

In developed countries, the fictitious economy has fundamentally new characteristics. Finance companies attribute the operating expenses to the fixed capital, showing to the investors the fictitious income growth and capitalization increase of the company, which leads to an increase of share prices of the companies in the stock market. As a result, most of the investment resources are expended to cover the costs of the companies and the payments of dividends and taxes. Such a financial fraud is beneficial as for the shareholders as for the government of the country. In the first case, the amount of dividends is increasing, in the second case tax revenues to the budget are increasing, but the economy of the country is transformed into a large fictitious financial pyramid.

MANAGEMENT ECONOMIC-ECOLOGICAL PRINCIPLES OF WASTE HANDLING SPHERE IN THE POLTAVA REGION

Today hard wastes (HW) management sphere in the region does not have systemic features, most likely it is a set of related but non-effective elements. Exactly under these conditions the task of transformation of «a set of elements» into a system becomes important through the development of HW management system, covering all aspects of solid waste management: social, economic, technological, environmental and legal and their optimization. In this regard the region can and should become the backbone «vehicle» of the state policy in this area and provide a purposeful wide range decision of the problems related to waste handling.

The conducted analysis of HW handling sphere in the Poltava area allowed to work out strategic measures of development of sphere of behaviour on HW on the example of the Poltava region on the basis of economic balancing, ecological and social factors implementation of that will allow to attain main – to create in area of the profitable, investment attractive system of rational and environmentally sound management of behaviour of waste sphere, as a constituent of steady development of region.

Reasonably, that the strategic aim of the effective functioning of sphere of handling wastes creation of the system is ecologically safe, economically reasonable and organizationally provided handling wastes of region. The worked out indicators of efficiency are realization of the pre-arranged measures, generalization of that allowed to carry out the prognosis of control system by the sphere of behaviour wastes after the operating (without changes) and optimal (taking into account the expected results from introduction of the worked out measures) scenarios of development of given.

METHODIC APPROACH TO STEADY ECONOMIC DEVELOPMENT ENSURING OF TRADE ENTERPRISE

As a defensive competitive advantage of trade enterprises should be ability to identify an opportune moment for the development processes implementation corresponding vector and trajectory. It will allow using the current state advantages and implementing effective management of development based on sustainability according to operative, tactic, strategic management platforms. It requires the formation of steady economic development ensuring methodic.

Methodic approach to steady economic development ensuring, proposed in the article, reveals through the few steps, which are harmonized in space and time. Firstly we need to percept the need of development and formulate development goals. Next step reduced to the study of the current situation of the enterprise. It includes analysis of internal and external factors. Forming of hierarchical diagnosis of potential conditions model (third step) includes consistent implementation of survival potential, steady potential and steady economic development potential diagnostic. Fourth step involves the definition of attribute development characteristics – development vector, development trajectory, steady space borders. At last we need to substantiate steady economic development strategy and form tactic and operative management platforms.

Using the proposed Methodic approach to steady economic development ensuring of trade enterprise in triad «outbound development basis – existing and potential opportunities – qualitative state changing» enables management of individual subsystems of the enterprise, which make integrated system. It allows effectively implement steady economic development strategy of enterprise, conduct permanent monitoring compliance with the chosen development trajectory and prevent «exit» the enterprise beyond steady space.

PREDICTION OF THE PRICE FLUCTUATIONS IN THE STOCK MARKET USING ARTIFICIAL INTELLIGENCE SYSTEMS

Today the algorithmic trading information systems are widely used for the automatic controlling of the investment portfolios in real time of the stock exchange activity. Now, according to the various resources, more than 70 % of transactions on the stock exchanges executed via algorithmic trading systems. Such systems are widely used as large investment companies, as by individuals, who are investing their money for creating portfolios of financial instruments.

On the other hand, thanks to the development of computer technology, associated with the increasing power of computing devices and optimizing computational algorithms, it is possible to move from legacy systems, that use classical analytical tools, to systems based on artificial intelligence, which, although they require more computing resources, but also have the ability to adapt quickly to market changes.

The autoregressive model for forecasting stock prices, developed using tools and algorithm of wavelet filters and neural networks, was proposed by authors. In the course of the experiment was determined, that the best results can be obtained in the case, when the number of data points in the past don't exceed 5. It was proved, that the software R-language 3.0.2 and packages wtmsa and neuralnet are the qualitative and convenient tool for solving the problems of forecasting time series and can be used to build more complex simulation models for analyzing economic indicators.

THE USE OF POTENTIAL OF WORKERS IS IN STRATEGY OF UPGRADING AND EFFICIENCY OF ENTERPRISE

The problems of the use of potential of workers are examined in the article. For workers the enormous unutilized potential is stopped up. Their talent and knowledge it is possible with success to utilize qualities of wares and services for an increase, and also to economic efficiency on an enterprise. It is important also to give workers wide latitudes in making a decision.

Guidance must know potential possibilities of workers take part in activity of groups and be in a position of final acceptance of decisions.

The searches of perfection must begin from satisfaction of requirements of users is a level 1. This stage of process of improvement of work is provided the receipt of information from users. Level 2 directed on upgrading activity which is executed the workers of subdivisions. The workers of enterprise require individual approach to itself. The basic tasks of guidance is providing of employees, creation of favorable climate which is instrumental in implementation of all of the put tasks, and comprehensive studies of workers a necessary instrument taking into account changes during realization of different processes.

Studies and preparation of workers must be conducted purposefully and on permanent basis. The plan of works must orient a worker on the performance of the put objective and set requirements to the worker. The general aims of enterprise must be reflected in the individual plan of works.

Effective system of evaluation of quality of implementation of works of worker must provide distributing of estimations of implementation of works. Guidance is carried by responsibility not only for the increase of labour activity of workers but also for planning of their professional growth as reserve on a prospect.

TECHNOLOGICAL DEVELOPMENT OF A SOCIETY IN VIEW OF THE HUMAN CAPITAL AT RESEARCH OF MODELS OF ECONOMIC GROWTH

The function of scientific and technical progress (further – NTP) plays the important role at use of production functions and at construction of models of economic growth.

In article the remainders Solow in view of the human capital are received for function of scientific and technical progress, which is neutral on Hicks. These remainders were used for correcting a parameter of exponential curve at function of scientific and technical progress, proceeding from the best smoothing of the discrete information. The flexible kind of logistical curve is used for approximation of a relative share of employments engaged in research and skilled – design works, that has allowed receiving better result in comparison with known. In result, on the basis of improvement of the approach, which was offered by the academician A.A. Akaev, the analytical expressions «neutral» on Hicks of function NTP were received both curves of rates of growth and rates of a gain of function NTP were received for economics of Ukraine and Russian Federation, and also their detailed comparative analysis is carried out.

The approach, which is offered in article for construction of function NTP, can be used for the further improvement of models of macroeconomic dynamics with the purpose of improvement of forecasting on their basis.

ROLE OF STAFF IN INTENSIVE DEVELOPMENT OF ENTERPRISES

Personnel component is a necessary prerequisite of development of an enterprise in general and, in particular – intensive development, because only through qualification, professionalism, experience and motivation of personnel innovations on an enterprise can be applied that serves as the key to intensive development. Not having solved the problem of people ware, an enterprise is able to carry out its economic activity only in extensive way, which is characteristic of the majority of enterprises in Ukraine, where management is conducted by the way of reconstruction of personnel policy on the principles of savings in wages, cost savings on personnel training and increase in its qualification. It is an utopian way of not a development, but existence of such enterprises and guarantees to its supervision temporary benefits without any perspectives of intensive development.

From the scientific point of view this practical problem is connected with neglect of the importance of the role of the staff in the activity of an enterprise, which is oriented to intensive development, by some academic economists, which is confirmed by neglect of the role and place of personnel when grounding the concept «intensive development» itself by them. Thus, own interpretations of such concepts as «development of an enterprise» and «intensive development of an enterprise», which are given, are logical attempt to solve this scientific problem.

Hypothetically, intensive development can be recognized as natural sign of development of any enterprise. However, in practice, as problems of development of Ukrainian enterprises affirm, it gets complicated under the influence of external factors, as any enterprise in conditions of market economy is an open system – on the one hand, and of inability of the system «enterprise» to adapt itself to macro environment in consequence of unformed innovative potential, of imbalance between functional subsystems, and of presence of negative factors – on the other hand. In such circumstances, as de facto, the prerequisites for intensive development are not created.

УДК 338.1

E. Yagelskaya

PLACE OF TRANSFORMATION PROCESSES OF THE UKRAINIAN ECONOMICS IN THE TYPOLOGY OF ECONOMIC DEVELOPMENT

Extraordinary acuteness of issues of economic development is now, in a period of revolutionary change at the end of 2013 and so far, so definitely true course and working of an effective economic development concept has become an urgent problem of our time.

Development is the type of change that represents perfection and improvement.

Modern transformations of Ukrainian economy are inherent elements of broken, inertia, depression, stagnant and downward types of development that in the whole mode of expression may be characterized as initiating development. This development is manifested in the form of depression and stagnant development of economic system. According to sources, economic development can be characterized as a dependent – exogenous development, which is ensured by the conscious subordination of the world economic system and (or) the center, which took over the whole. By factors – extensive development – associated with the quantitative growth of factors of production on existing technical basis, with constant technology, old methods and ways of work.

Because until now there was not a way of transition to the fifth mode, and no other global changes that can characterize the third stage of transformation, the fourth stage of transformation of Ukrainian economic system can be stated as a transformational crisis.

Among the key issues that led to the crisis of transformation there are industrial-agrarian economy, unfavorable and lack of competitiveness of the national economics, the lack of useful innovations, negative structure of export-import operations, the inequitable distribution of national income between social groups in the country, the credit relationship, total bureaucratization, corruption, conflict of short and long term goals.

УДК 658.8(477)

S. Yaremenko

MARKET RESEARCH ON CONSUMER PREFERENCES JEWELRY UKRAINIAN MARKET

The article analyzes the current state of Ukrainian market of jewelry and selected segments. The structure of the market of jewelry that includes cheap jewelry segment, the segment mid-market segment and expensive jewelry is determined. The basic trends in the development of the Ukrainian market of jewelry, demonstrating the growing demand for handmade jewelry. But despite the increase in production and sales of handmade jewelry, there are some problems of their market saturation in Ukraine, namely lack of information about the market handmade jewelry, poor communication between artists, inability to predict the growth (decline) in demand for products; rapid growth causes the appearance of too much competition, leading to deregulation of the market functioning.

This article presents the results of research on consumer preferences jewelry market in Dnepropetrovsk. Based on the received information can be noted that: the majority of respondents like to wear jewelry, usually a favorite ornament uplifting and gives self-confidence, and discounts to a large extent influence the choice of the buyer, when choosing store played predominant role by affordable prices and quality merchandise, great role plays the relevance of collections (originality) and convenience store location. In addition, the main factors that influence consumer choice, places and frequency and the main reasons for shopping jewelry. The trends of development of Ukrainian market of fashion jewelry concluded feasibility of opening of the trading company in Dnepropetrovsk are given.