

ABSTRACTS

УДК 658.15

DOI: 10.32342/2074-5362-2018-24-1

V. Varenyk, M. Reztsova

ENTERPRISE INVENTORY MANAGEMENT: THEORETICAL AND PRACTICAL ASPECTS

To conduct the normal economic activity on the enterprise, regardless of the field of economy or forms of ownership, important question is the inventory management mechanism, that are the most important element of liquid assets. The inventory occupies an important place in the property of the enterprise and have key position in the costs structure, regardless of in which area the enterprise carries out its economic activities.

The choice of inventory management system is due to diversity and depends on the specifics of the enterprise. When enterprises choose management system, they rely on the rhythm of production, demand for products and their fluctuations.

The inventory management model should answer two main questions: how many products to order and when to order.

The answer to the first question is represented by the size of the order, and the answer to the second question depends on the type of order management system.

There are two main systems of inventory control: with a fixed frequency of orders, when the order is formed at regular intervals; with a fixed order size, when the time may vary, but the size remains unchanged.

The analysis of the activity of Metisdon LLC showed that the activity of the company in three years can be considered less effective because some of the analyzed ratios tend to increase, and some to decrease. A positive trend for the company is the net profit is slightly increasing every year. But there are problems with the lack of inventory volumes, which leads to interruptions in the operating process and to reduce inventory turnover. Therefore, the enterprise should pay more attention to the efficiency of inventory management, otherwise in the near future the company may start to lose even more potential profit.

To increase the efficiency of inventory management at Metisdon LLC, it is necessary to structure inventory in the corresponding table in the 1C program. With the help of the program, the company can easily see which products are in which stores, which products have larger turnover (faster selling to others), to choose information for interesting period, etc.

The most important advantage of the program is the on-line evaluation of inventory on orders and scheduling of replenishment of inventory with the formation of orders for suppliers.

УДК 336.13

DOI: 10.32342/2074-5362-2018-24-2

H. Vasylevska

INTERSUBJECTIVE COMPREHENSION THEORY OF THE FISCAL SPACE

In today's world, the achievement of the global goals of balanced development through the realization of social interactions and the defense of national interests, determines the definition of the priority tasks and needs of each individual state in search of the most profitable and optimal models of its functioning in the geoeconomic space. Overcoming poverty, creating mechanisms for balancing social inequalities, ensuring a high quality of life, and eliminating socioeconomic imbalances require significant use of the state's financial resources. Accepting the conceptual views of J. Schumpeter, who defined the essence of each society and social question, first of all, the question of fiscal [1], it is difficult to overestimate the need to create a new theory of fiscal space of the state.

The analysis of theoretical and practical issues of the formation and development of the fiscal space, in conjunction with the subjective experience of the functioning and evolution of

national economies, scientists and economists have devoted a lot of scientific works, in particular: J. Keynes, K. Marx, A. Marshall, J. Mill, D. Ricardo, A. Smith, J. Schumpeter. Foreign and domestic experts made a significant contribution to the development of the theory of fiscal space: N. Alexandr, M. Vehoven, P. Geller, Yu. Gidzinski, A. Ghosh, T. Yefymenko, J. Kim, A. Krysovatyi, M. Kyureshi, G. Mendoza, O. Moldovan, J. Ostre, R. Roy, C. Tooth and others. However, the current transformations of the global economy give rise to new demands on the part of the state and society, which certainly leads to the imbalances of the fiscal space. Therefore, the development of this problem requires a more thorough study.

The meaning and definition of key concepts related to the research of the fiscal space of the state needs scientific liberalization for the prospects for the creation of new hypotheses, judgments, postulates and doctrines related to modern global transformations.

The purpose of scientific research is the desire to investigate the intersubjectivity of the theory of the fiscal space of the state and to form the scientific basis of the latest paradigm of its formation, functioning and development.

УДК 368.914

DOI: 10.32342/2074-5362-2018-24-3

K. Demchenko

ANALYSIS OF SUSTAINABILITY OF THE PENSION SYSTEM

Pension provision is an integral part of the social policy of any developed state. However, in different types of state system, they are implemented in different ways. Thus, the peculiarities of the Soviet system of social protection were the high degree of nationalization and stable stability, which corresponded to the type of socio-economic relations that have developed in our country for many years. On the contrary, social protection of the population in today's conditions is in a situation of instability and because of this it is inclined to influence such factors as globalization, global economic crises, aging of the population, inflation, etc. They create new threats that are adequate to market laws, requiring the creation of a flexible system of social protection capable of responding promptly. In addition, it should be noted that the scientific, technical, social, economic progress in the developed countries, objectively led to the transformation of classical capitalism into a new form that can be characterized as a society with a mixed economy. Solidarity pension schemes have faced a crisis that arises on the one hand, as there is a problem of an aging population, for whom it is required to pay a pension, and on the other hand, it is a stall of economic growth that has slowed the flow of income from contributions. This paper analyzes the sustainability of the solidarity pension system when the ratio between payers and retirees decreases. Risk indicators are presented for assessing the stability of the scheme.

УДК 339.727.22

DOI: 10.32342/2074-5362-2018-24-4

A. Zadoia

MOTIVES OF INTERNATIONAL INVESTMENT ACTIVITY

The article is devoted to the identification of motives for international investment activities for various groups of economic entities. Among them it is expedient to allocate households, national and multinational companies. Understanding the motives of their behavior will allow the state to find effective levers of influence on international investment flows.

For the vast majority of households in Ukraine, the motives for foreign investment remain only potential causes for actions due to the lack of realized opportunities for the implementation of these motives. Certain liberalization of the processes of foreign investment for individuals did not significantly change the situation. Foreign investments are usually made by a limited number of individuals and mainly through "shadow" channels.

The incentive field for foreign investments of national corporations looks somewhat different. It is based on more general motivation of business structures - the maximization of eco-

conomic profit. It can be manifested both in the form of maximizing current profits (short-term goals) and in the form of an increase in the value of assets (long-term goals). These motifs can be combined to create a new, integrated motive.

Unlike national companies, TNCs are engaged in certain manufacturing activities abroad. By investing abroad, they create certain structures there that produce or provide services using local resources, and implement them to increase profitability in comparison with national production. This in-depth goal is specified through a system of motives.

In the interests of Ukraine today in the field of international investment activity it is important: to legalize foreign investments of individuals and national companies and remove them from the “shadow”; attracting foreign investors to create manufacturing enterprises for import substitution; as a result, to improve the foreign trade balance and stabilize the national currency.

УДК 336.71.001.76

DOI: 10.32342/2074-5362-2018-24-6

S. Kuzminov, Yu. Zadoia

INNOVATIONS IN BANKING ACTIVITY: ESSENCE AND CLASSIFICATION

The article is devoted to clarification of the notion of innovation in banking activities and the substantiation of their classification, which forms the necessary preconditions for their management. It is proposed to classify innovations by the degree of their innovativeness and by the area of result dissemination. In terms of innovation, we should talk about relative innovations and absolute innovations. Relative innovations mean that the bank introduces something new about its previous experience, but something that has already been successfully used by others. Such innovations are simple replication of certain actions or products (possibly somewhat improved), may change the bank’s competitive position, but do not lead to changes in the banking system. Innovations of the “catching up” character can also be called extensive innovations, which increase the scope of their distribution and increase accessibility. Absolute innovations mean the introduction of something in general a new, previously unobtainable one.

Depending on the scope of the results dissemination of innovations, they can be classified into internal and external. Internal innovations are related to the improvement of the banking institution, improving the flow of those processes that occur directly in the bank itself. External innovations affect the interaction of the bank with the external environment (customers and partners). One of the most common forms of external innovations that can radically affect the bank’s competitive position is the innovative banking product.

The analysis of the connection of introduction of innovations with changes in the legal field allows us to determine the possible directions of state regulation of these processes. The main object of state influence should be the introduction of relative and absolute innovation of external orientation with a dual purpose: on the one hand, stimulate innovation of the banking sector activity, and, on the other hand, minimize the risks of clients and partners of banks related to the introduction of innovations.

УДК 658.51

DOI: 10.32342/2074-5362-2018-24-5

G. Kramarenko, M. Kostyuk

METHODOLOGICAL ASPECTS OF EVALUATION OF PRODUCTION CAPACITY OF THE ENTERPRISE ON THE OBJECT-ORIENTED ANALYSIS

The article is devoted to the methodological aspects of the estimation of the enterprise’s production capacity on the basis of object-oriented analysis. The article analyzes the economic condition of the machine-building industry of Ukraine in the light of the need for sustainable development. The key problems and directions for improving the functioning of enterprises in

this industry are identified. Features of the analysis of economic capacity are considered on the example of machine-building enterprises of the Dnepropetrovsk region.

The current state of the Ukrainian economy is characterized by a decline in macroeconomic dynamics. The national economic system is still dominated by factors that determined the pace and depth of the recession during the acute phase of the crisis.

The necessity of demonstration of the capacity possibilities to the enterprises of mechanical engineering which can provide with overcoming of a crisis condition and increase in incomes is proved. Particular importance is attached to assessing the use of the enterprise's economic capacity, which discloses information about the real possibilities of using its financial resources.

The systemic approach is the basis for an exit from the depressive state in which the domestic engineering industry turned out to be. It should focus on increasing the level of use of existing production capacity. At the same time, it is necessary to consider the tendencies of its long-term innovative development, the possibility of mobilizing all necessary, including state resources and reserves.

Modern information technologies are the determining force in the world. They provide a new stage in improving the quality of products and in the growth of productivity indicators, as well as in reducing production costs. Current trends and problems associated with the use of object-oriented analysis are considered. The basic principles of object-oriented analysis are outlined. These principles developed on the basis of system-wide automation concept research.

The current situation of the enterprises of the domestic machine-building industry is analyzed. Their serious loss in competitive advantages both on the domestic and foreign markets is found which does not correspond to the strategic priorities of the development of the Ukrainian economy. Problems and factors constraining the development of machine-building in Ukraine are being analyzed. The material and technical base of enterprises is being investigated on the example of machine-building enterprises of the Dnipropetrovsk region.

УДК 339.138:004

DOI: 10.32342/2074-5362-2018-24-7

I. Kurochkina

ANALYSIS OF THE IMPACT OF MARKETING INFORMATION TECHNOLOGIES ON THE COMPETITIVENESS OF THE ENTERPRISE

Current information technologies contribute to significant changes in the financial and economic activities of the company. The processes of digitalization and information technology directly affect the process of production of goods: changing its shape, its cost and profitability.

Marketing information technologies of the enterprise depend, firstly, on the availability of information base and resources, and, secondly, on the possibilities of introduction and implementation of information innovations, the ordering of information flows of the company, and thirdly, on the solution of problems and the development of an effective algorithm of its effective information interaction with other market participants. It should be noted that marketing is an effective tool for solving the problems of quality and competitiveness of goods produced by the enterprise, which is the decisive factor of commercial success.

The main trend that affects the process of organizing and conducting marketing research is the unprecedented impact of globalization of marketing information technologies. The existing processes of digitalization allow to improve the tools of data collection and processing. Data analysis can be done much faster and more efficiently.

Marketing information technologies are able to regulate the direction of activity of any Department of the company. With regular receipt of the necessary data, the company can easily make adjustments to the activities to promote the product on the market. At the same time, such a product can carry additional value for the consumer, as it will meet the emerging needs. Thus, the current market information allows not only to minimize the risks and threats that the goods will not meet the needs of the buyer and the market, but also to maintain a stable competitive position in the market.

УДК 332.012.324

DOI: 10.32342/2074-5362-2018-24-8

V. Makedon, V. Valikov

SCENARIOS OF COST BENEFIT CREATING FOR INDUSTRIAL CORPORATIONS USING MERGERS AND ACQUISITIONS DEALS

It is certain that most corporate owners pay significant attention to strategic management, which is associated with the growth of market competition and capital concentration processes. At the same time, integration through mergers and acquisitions is becoming one of the factors behind the growth of market power for industrial corporations, which forms variations or scenarios of organizational benefits that are involved in such agreements. Scenarios of possible cost benefits for industrial corporations using agreements of acquisitions and acquisitions have been formed.

It is certain that Scenario A defines a synergistic effect at the initial stage of integration, it is purely a parameter of the future, when everyone will be shareholders of the joint structure of companies and, as members of one team, will have common goals aimed at increasing the profitability and value of the company. The entire increase in market value from integration falls on the buyer. At the same time, the "B" scenario of absorption is in the most advantageous variant for the target company, when the maximum possible exchange rate is formed, at which the merger of companies from an economic point of view loses any value for the company-buyer. In this case, all the anomalous income takes the company-seller. Under scenario "C", there is an equitable distribution of benefits between the parties to the merger / acquisition agreement. The fairness of the distribution of benefits from a takeover is reflected in the fact that each company receives a portion of the total income of the combined corporate structure in proportion to its contribution.

The directions for the formation of a synergistic effect at the initial stage of corporate integration have been determined. It is proved that the synergistic effect is calculated at the initial stage of the integration agreement, when the participants of the integration agreement will already be shareholders of the joint structure of companies and, as members of one team, will have common goals aimed at increasing the profitability and value of the new company. The components of the increase in the market value of integration for its participants are investigated and the methodical approach to incorporation into the corporate structure by industrial companies is substantiated in proportion to their contribution, which makes it possible to determine the starting conditions for the use of mergers and acquisitions.

УДК 658.5:371.382

DOI: 10.32342/2074-5362-2018-24-9

A. Mostova

MANAGING INNOVATIVE MARKETING ACTIVITIES OF ENTERPRISES

The article deals with the concepts and features of gaming as a tool for increasing the efficiency of marketing activities of enterprises. The historical aspects of the emergence and development of gameplay are considered.

The factors that stimulate the penetration of game techniques into marketing are systematized. Active penetration of game techniques in marketing can be explained by the impressive coverage of adults by various game activities and the monetization of these events, the widespread availability of mobile devices and the Internet, the decline in the effectiveness of traditional types of advertising.

The main tasks of gaming in marketing are given: attraction of users, maintenance of attention of consumers and monetization of visit.

The approaches to the application of gaming in business are considered. External gameplay is to interact with existing customers and attract new ones, which is a way of increasing customer engagement and loyalty. Internal gaming based on game design approaches is used to increase the productivity of staff within the organization.

The necessity of using gaming in mobile marketing has been substantiated to increase customer loyalty.

The main stages of introduction of gameplay are presented and conditions are substantiated, which will promote a positive result from the use of gamemaking in marketing. This tool is not effective for all companies. The future of gaming is precisely in the loyalty programs of companies aimed at consuming goods and services. To maximize gaming, it's necessary that the game is attractive to its target audience; Gameplay should be clearly linked to marketing goals; The presence in the team of skilled gameplay increases the chances of creating a successful game.

УДК 336.14:658

DOI: 10.32342/2074-5362-2018-24-10

A. Khomutenko

ACTUALIZATION OF THE APPLYING OF MANAGEMENT TOOLS IN THE PLANNING OF REVENUES OF THE STATE BUDGET OF UKRAINE

The flaws of the management system of the incoming financial flows of the state budget of Ukraine are related, in particular, to the low efficiency implementation of the functions of such management. One of such underestimated functions is the planning of budget revenues. During the planning process, the instruments of managing the incoming financial flows of the state budget, which include: taxes and their elements, privatization, permitting system, etc., are taken into account. The budget plans should reflect the change in taxpayers, tax bases, rates, privileges, payment procedure and other elements that affect the volume of tax revenues to the state budget. In addition, plans should include economically substantiated calculations for setting the fee for the use of subsoil use, and the use of elements such as «rent state property» and «privatization» requires a comparison of social and economic efficiency.

The conducted research testifies that there are no conceptual foundations of budget planning in Ukraine and the presence of numerous problems in this area, which leads to inadequate forecasts and unreliable plans for state budget revenues. In order to eliminate the identified shortcomings, we are invited to: approve methodological recommendations that will regulate the order, methods of planning and will determine the responsible persons; form information and communication providing between the subjects of state budget management; unify approaches to forecasting budget indicators; take into account as many factors as possible; evaluate the effectiveness of the use of a management tools.