

ABSTRACTS

УДК 338.3

R. Bezus, S. Burtak

FORMATION THE SYSTEM OF LOBBY AND ADVOCACY OF THE ORGANIC PRODUCTION

The current lobbying activities appear in the pressure creation of citizens, their unions, legal entities and associations on government and local authorities, in order to make decisions for the benefit of those actors.

The main value of lobbying is to create legitimate opportunities to participate in development and decision-making by the interested social groups as well as by competent professionals. Although Ukrainian law does not foresee the formation and operation of an official institution lobby, the existing modern agrarian lobby in Ukraine is extremely holdings interests of agro-holdings and ignores the interests and needs of small producers.

In terms of the use of tools, the advocacy is a broad concept that includes the phenomenon of lobbying as an instrument. That is, if the lobbyists directly affect government or other officials, the advocacy activists also use political actions, public and media campaigns activities of civil society. However, in terms of interests, lobbying is broader because in addition to the public interest, which advocacy stands for, there are political, business and other interests.

One of the most common ways of lobbying is informational lobbying. Informational lobby of organic production involves the expansion of the information flow about the benefits of organic production for producer, consumer, environmental, community and the state, by simulating the effects to use organic technologies or examples from neighboring countries. Currently, residents of Ukraine from the funds of non-residents carry out implementation of informational lobbying.

Further successful advocacy of the market of organic production we have seen in public advocacy as a systematic change of society's attitude to the quality and food safety.

УДК 334.716

L. Bukharina, D. Tytarchuk

FORMING AN EFFECTIVE ENERGY SAVING POLICY OF INDUSTRIAL ENTERPRISE

The problem of energy saving and energy efficiency of industrial enterprises are described in the article. In this article was explained the factors of policy management energy conservation and efficiency of industrial enterprises. Existing factor tendencies of using the power resources influence on forming of energy-savings policy on the industrial enterprises are investigated. The necessity of basic perfection of energy-saving policy directions on the industrial enterprises were grounded in theory. The paper examines the priority directions of the Ukrainian energy saving policy as well as a potential for increase in energy efficiency of industrial production through the use of technological component of the energy-saving potential where more effective utilization of material and energy resources is achieved via introducing the energy audit. The stages and order of implementation of the energy audit are defined, including the compilation of balance of energy and material resources.

The policy of energy conservation of industrial enterprise is a comprehensive work, focused on the implementation of the technological potential energy savings through the use of organizational and economic innovations that help reduce energy consumption. Today the main factor in shaping energy industry is to create an effective management system with energy saving. This system should have a technical, organizational and economic component. Energy conservation management policy that is called to optimize the energy consumption of machine building enterprises has been proposed.

УДК 519.8:330.4

T. Vakarchuk

MODIFIED MODEL OF ECONOMIC GROWTH THAT TAKES INTO ACCOUNT THE POSSIBILITY OF STATE REGULATION

Promoting increased economic growth is one of the main objectives of economic policy.

Today the study of different aspects of economic growth is important for Ukrainian and foreign scientists. Despite countless scientific papers on the subject, specific areas of reform of modern Ukrainian economy to reach its steady state process and further growth require detailed analysis and theoretical justification.

In the formation of the state strategy for economic growth it is advisable to rely on certain calculations that are possible through the creation of appropriate macroeconomic models.

For this purpose the time continuous model of economic growth, which is a certain modification of the model R. Solow, was obtained. Thus, unlike the latter, obtained modified model takes into account fac-

tors of effective labor, human capital, its wear, investment in human capital and endogenous nature of technological progress.

Based on the modified model of economic growth parameters steady state economic system identified. Possible variants of the point, which characterizes the economic system at a given time, to achieve steady state analyzed, including through state regulation of investment policy.

УДК 339.5(477)

O. Zadoia

FOREIGN TRADE OF UKRAINE: MODERN SCALES, STRUCTURE AND TENDENCIES

The article is sanctified to research of modern scales, regional pattern and basic tendencies in foreign trade of Ukraine. The study of the state of the Ukrainian export and import for the last five years allowed to reduce not only key problems but also positive change.

Scales and dynamics of Ukrainian foreign trade have hard connection with the volume of GDP and its dynamics (expected after the current rate of exchange) was more or less free of vibrations of the world state of affairs. Therefore, searching the ways of improvement of foreign trade performance indicators is needed, foremost, up country.

Geographical and commodity structural changes in foreign trade of Ukraine carry positive character on the whole. They represent re-orientation of export and import to the more developed markets that, on the one hand, extends potential possibilities for the increase of foreign trade return, and, on the other hand, it creates additional obstacles (increase level of competition, rigorists to quality, new procedural barriers and others). The analysis shows that irreversible changes in the structure of export and import did not yet take place and potential of the Ukrainian economy is used not fully.

The most positive event of the last years is an improvement of balance of foreign trade balance. This index became better both for trading with the separate groups of countries and on the economy of Ukraine on the whole.

Thus, in spite of considerable reduction of volumes to the export and import, in the last few years there were on the whole positive “starting terms” for forming of new regional and commodity pattern of foreign trade of Ukraine, that would answer the strategic aims of our country and today’s realities. Realization of these potential possibilities will depend, foremost, on internal processes that will take place in our state.

УДК 336.764.1

S. Kafka

THE NON-FINANCIAL NON CURRENT ASSETS: ASSESSMENT AND REPORTING

The main areas of scientific research on the evaluation of fixed assets for accounting purposes and their reflection in the financial statements are analysed in this article. It is found out that the problems of the evaluation of assets, liabilities and equity are the most noteworthy with the principles of accounting taken into consideration. One of the basic principles of accounting is a monetary valuation of accounting objects. Accounting cannot do without it.

All available methods of evaluation in the accounting theory and those used in practice, of course, can be applied but their use in accounting, in our opinion, is quite problematic. This is due to the fact that the fixed assets should be reflected on the accounts in accordance with the historical cost and the depreciation adjusted.

The information on the fair value of fixed assets should be presented in the Statement of financial position advancing the arguments for the expediency of applying every method of evaluation.

УДК 336.1(477)

T. Korolyuk

STRUCTURAL RISKS OF PUBLIC DEBT AND DEFAULT PREVENTION POLICY IN UKRAINE

The risks of public debt are a deviation from the actual performance targets, which complicates the debt of state and leads to higher budget expenditure due to increased amounts of repayment and debt service. The risks of public debt should be considered macroeconomic approach and position structure of public debt.

Public debt indicators are analyzed in Ukraine and of its structural risks are assessed: foreign exchange, interest, refinancing and solvency. Dynamics of the debt security shows that growth of the Ukrainian economy depends on world market and increase the risk of the state’s ability to fulfill debt obligations. The reasons for the growth of debt were the economic crisis, the need to finance defense, debt service, balancing the balance of payments and replenish foreign exchange reserves of the country.

In order to minimize debt risks and prevent debt default should optimize the structure of the public debt portfolio. Government borrowing should be viewed as a temporary measure solving the problem of budget deficit. On the basis of the SWOT-analysis the structure and management system of public debt the directions to minimize debt risks and improve the debt sustainability of the national economy are reasonable.

УДК 336:334.012.64

S. Kuznetsova, V. Varenyk, N. Hulevich

EARLY WARNING AND RESPONSE SYSTEM AS A MEANS OF IMPROVING THE FINANCIAL SUSTAINABILITY OF A SMALL ENTERPRISE

Measures improving financial stability should be considered in terms of early warning and response (SRPR), because it is always easier to counter adverse factors and threats at an early stage when their impact cannot even be felt.

Designed periodic report refers to internal company documents and should start with the title, the date of designation and the period for which it is made. Recommended to draw up the report on a monthly basis not later than the 15th of each month and analyse it in the last month of the company. This frequency will continue to show negative impacts and respond more quickly to them.

The proposed SRPR will take the form of a report that is economist and Director provides a set period - monthly or quarterly. The report must include the date of, the information for which the period is made, the list of indicators (indicators) indicating they planned, normative and actual values and the deviation of the actual value of the plan, conclusions and recommendations of the economist on the received actual values, information about the market and conditions activities, SWOT - analysis and benchmarking where appropriate, the calculation of Altman bankruptcy model for conclusions about the possibility of bankruptcy, other notes and comments on the financial condition of the company, the signature economist.

The report further analyses the director of the enterprise to determine possible and / or necessary management actions aimed at the maintenance / stabilization / improvement of financial condition.

УДК 330.1:32

S. Kuzminov

BRIEF POLITICAL AND ECONOMIC DEFINITION OF FASCISM

In the article, the problem of forming a simple, clear and operable definition of fascism as a political and economic phenomenon was solved. It is determined that a proper definition of fascism should describe each case of fascism, but not to determine as fascism what is not fascism in fact. Methodological approaches to the definition of fascism, which were used by politicians, scientists, cultural figures were analyzed. Within the typology, it was offered to allocate emotional, phenomenological and essential definitions of fascism. Emotional definition of fascism largely reflects the personal relationship to this phenomenon. Supporters and opponents of fascism use this type of definitions for propaganda purposes. The analytical value of these definitions is negligible. The phenomenological definition consists of features inherent in fascist regimes and fascist political programs. These definitions include the long list of manifestations of fascism. In each particular case, not every manifestation can be found among characteristics of the regime or political program. This lack characterizes phenomenological definition as devoid of preciseness. The essential definition is based on the list of attributes that are inherent in every fascist regime or political program. The author proposes the essential definition of fascism as a phenomenon of the use of pseudo-socialist demagogy to protect the interests of the oligarchy. The author gives evidence of the utility of proposed definition of fascism on the specific examples of fascist and Nazi regimes in different countries.

УДК 338.1:331.107

A. Mahdich

DEMOCRATIZATION AND ECONOMIC GROWTH: THEORETICAL ASPECT

The article highlights the issues of the influence of political factors, in particular, democracy, on economic growth. The impact of political system on economic growth has been the *subject* of heated scientific *debate* over the decades. Countless *studies show that* economic growth largely depends on the economic policy pursued by the government. Among main political determinants of economic growth are amount of public spending, stability of the political regime, level of democracy, level of economic freedom, effectiveness of the protection of private property rights.

The author has investigated evolution of views on democracy and economic growth nexus. Despite the fact that the relationship between economic growth and democracy has been ardently discussed since the mid-20th century, the debates on this issue are still ongoing and the question of whether democracy helps or hinders economic growth remains open. A number of studies have shown that democratization contributes to economic growth under low levels of political will, but hinders economic development as soon as a country has reached a moderate level of political freedom.

The theoretical literature review has helped critically examine existing hypotheses of the existence of a reciprocal relationship between democratization and the level of economic growth. The first hypothesis denies the existence of any link between democracy and economic growth. According to the second hypothesis, there is a reciprocal relationship between democracy and economic growth. The third hypothesis suggests the existence of mediated impact of economic development on democracy (i.e. economic development

leads to democracy, but democracy hinders economic development). Researchers who stick to the fourth hypothesis assume the existence of a positive nonlinear impact of democracy on economic growth: in countries with low levels of economic development democracy does not affect economic growth, but at a stage of moderate growth it can contribute to the economic development until the country has reached a certain level of political freedom.

УДК 339.9(477)

A. Palladin

THE EU PROJECTS AND INSTITUTIONAL CHANGES IN UKRAINE

Institutional changes may speed up with the external help and participation of more developed economies. While substantial EU finance is being allocated to increasing transparency, fighting corruption and awakening active social participation, the efficiency of these labors remains highly dubious. In this article, we are going to discuss sectoral cooperation between the EU and Ukraine and their weight in institutional changes of Ukraine. We begin at the state level of analysis by outlining the political framework of cooperation throughout the selected time since 1994, whereas naturally concentrating on more recent developments within the ENP and the EU-Ukraine Association Agreement. Subsequently, moving down from the state to a sectoral level, we will analyze the EU-Ukraine projects. Finally, some measures to improve cross-country cooperation will be offered in the closing marks.

The results of research suggest that EU projects in Ukraine have enjoyed a limited success for the time being. They encountered substantial obstacles from both sides. While the ENP and later DFCTA framework outline significant harmonization and integration of Ukraine into the European community in economic terms, the institutional aspect as yet remains undervalued. While we should indicate positive changes and dynamics since 2014, the efficiency of the EU presence in Ukraine is questionable. On the macro level, there's been a shortage of incentives for domestic decision makers to comply with suggested agenda of institutional changes, advancement of life standards, human rights, and the quality of life by and large. On the micro-level, the lack of communication, an absence of regular monitoring/ evaluation visits, the shortage of synergy and virtually absent accountability on behalf of the recipient side took place.

At the same time, I believe the biggest success of the EU-Ukraine cooperation is in education (ERSA-MUS+) with the number of academic exchange rising ten-fold, anticorruption – new e-declaration system, and partially – technical infrastructure upgrade.

УДК 519.86

Y. Parshin

QUANTITATIVE ESTIMATION MODEL OF THE ECONOMIC DEVELOPMENT UNEVENNESS OF THE NATIONAL ECONOMY

The necessity of research and quantitative analysis of the economic development unevenness has been grounded.

The purpose of the article is development of model of quantitative estimation of economic development unevenness of national economy.

The methodical approach to the researches of the economic development unevenness of national economy has been offered. Methodical approach consists of the three basic stages of researches. The social unevenness with the use of Teil index on the first stage of researches has been offered. Economic development unevenness of national economy with determination of asymmetry, disproportion and polarization on the second stage has been researched. The construction of information databases on the basis of statistical information has been foreseen.

Understanding of polarization, asymmetry and disproportion has been given. The model of quantitative estimation of economic development unevenness of national economy which is based on sinergetical combination of component indices of polarization, asymmetry and disproportion has been developed. The sequence of calculations of polarization, asymmetry and disproportion indices has been offered. Criteria for estimation of economic development unevenness index of national economy have been formed and the estimation scale of economic development unevenness has been offered as well.

Determination of economic development level by integral index has been foreseen during the researches. Determination of economic development level allowed to classify the subsystems of national economy.

Dynamics of index component of economic development unevenness have been investigated. The conducted researches allow to mark that the asymmetry index has more substantial vibrations in comparing to the indices of disproportion and polarization. We have the recurrence of vibrations in 2008, 2010, 2012 and 2014, where the asymmetry index acquires most values. Disproportion and polarization indices have more slow dynamics. Vibrations are insignificant during the noted period.

Measures for diminishing of unevenness and providing of steady economic development have been offered.

УДК 331.5

*H. Ryzhkova, N. Ryzun***YOUTH EMPLOYMENT ISSUES IN THE CONTEXT OF PROFESSIONAL EDUCATION DEFICIENCIES**

The problems of young people guidance on the choice of profession according to the requirements of the labour market and the quality of education. The problem of education and youth employment is very relevant, and in relation to vocational education - theoretical and practical approaches to its modernization should be changed.

Thesis there is determined the key aspects for choosing the university for education and treatment for employment after graduation. Found that young professional orientation based on external attributes, in particular, is seen as a means of achieving personal benefit. The results of a survey of students by the project "Employment issues of the graduates".

To research the orientation of young people in education due to the quality of education and the challenges faced by a young man after school and during higher education, analysed following key aspects:

1. The choice of future profession in conditions of imperfect guidance and the university for a significant number of universities with the same proposal specialties.
2. The ratio of students to educational programs and received their level of knowledge.
3. Inability to clearly define the employment after graduation.

The distribution of respondents by degree of attractiveness of professional activities, relation to the choice of the institution. Established views of students about curriculum matching profile future career, their assessment of the adequacy of the knowledge gained. The degree of confidence in the students' future employment.

УДК 681.5.015:656.13

*O. Sakno, O. Lysyi, V. Kosarev***SIMULATION OF MANAGEMENT OF THE TECHNICAL STATE OF TRAINS FOR THE AUTENTERPRISE ON BASIS OF QUALIMETRY MODEL**

The analysis of the technical state of tractor-lorry-trailer combination and the factors is substantiated. Factors are influenced on change during vehicle operation. Developed by means of control system of efficiency of technical operation of tractor-lorry-trailer combination are allowed to improve efficiency index of technical maintenance.

Limits change of indicators of level of technical state of train is located on basis of the analysis and statistical averaging parameters of train and estimated values of the functional parameters. Simulation of management of the technical state of tractor-lorry-trailer combination is based on the qualimetry model. It defined the group performance and built the corresponding "web quality". It established the presence of reserves for further technical innovation of the systems studied in the result of calculation of indicators of quality level of tractor-lorry-trailer combination. It is proved that the simulation trucks Volvo FH12 on OOO "Zenal" LTD is allowed to get additionally a net profit in a size of 3696 thousand UAH with the simultaneous reduction of rate on 0.7%.

It increased the total annual run and the volume of transport work, the company received two elements savings in operating costs: material costs decreased due to reduced costs and maintenance and repair of trucks.

In whole, the design decision has allowed to reduce the cost of the unit of transport work on 1%.

УДК 330.1:316.752

*O. Silantsev***MATERIAL WEALTH IN CATEGORY OF GOODS VALUE AND UTILITY FOR ACTORS IN MODERN ECONOMIC RELATIONS**

Changing the paradigm of industrial relations led to a redistribution of value structure towards increasing its layers of value added component - namely the part of profit and expenses that are not directly lead to the growth of utility to the consumer.

In conditions, of new post-industrial production relations formation not only positive trends arise, but contradictions increase as well. The meaning of contradiction determines by the question "for whom?" - for consumer or producer product is useful. This key idea express itself in the contradiction between those economic agents who creates value and that who receives rent from it - expansion of utility. The situation when the utility level of wealth through its embodiment in product utility increases for manufacturer and decreases for consumers, becomes more usual. As a result, there is a constant struggle of producer and consumer interests, that reflected in reality through supply and demand.

The formation of value in modern commodity production and the phenomenon of material wealth usefulness is examined and identified. In conclusion, we set that running of modern processes is ambiguous and contradictory, caused by the deep fundamental changes in economic relations and entire social production of society. This paradigm shift provoked by becoming of post-industrial society. As all transitional pe-

riods, current period has some contradictions one of which reveal itself in demand stimulation by the producer. We should search solutions in harmonization interest of all members that take part in transformation processes currently.

УДК 339.9(44)

Iu. Khvatov

FRENCH ECONOMY: THE STAGES OF DEVELOPMENT AND ANALYSIS OF THE CURRENT DEVELOPMENT TRENDS

France, together with Germany is a key European Union economy. Its economic and political importance increased after the positive results of Brexit. Economy of France (the official name of the country - French Republic) took 5th place in the world by nominal GDP and 9th place for GDP calculated at purchasing power parity (PPP). Average annual GDP growth in France during the 1998-2007 fully compatible with the GDP growth in the euro zone - 2.4%. In the period 2008-2015 the French economy grew faster than the economies of the Eurozone.

Currently, services are a major sector of the economy, accounting for over 78% of GDP. In the manufacturing industry, France is one of the world leaders in the automotive, aerospace, food processing and in the manufacture of cosmetics, luxury goods and rail transport. In addition, France has a highly skilled workforce and the maximum number of graduates per thousand workers in Europe.

France is the largest agricultural economy in the European Union. Due to its climate, soil and overseas territories, France is the only European country able to produce nearly all agricultural products. France specializes in the production of wheat, sugar beet, potatoes, beef, dairy products. In 2013 France came out on top in the world for growing grapes and producing wine, beating its eternal rival Italy.

According to IMF experts "French banks have shown considerable resilience during the global financial crisis, but face problems". French banking system is often characterized as a system of "universal banks". This term refers to banks providing financial services to various clients - from households to small and large companies. While financial markets provide a larger share of funding for large companies, banks play an important role in financing households and small and medium enterprises. In terms of business, the French tax system is complex, with high marginal rates and administrative costs.

In recent years, France significantly revised its innovative system, created new institutions and funding mechanisms; developed in the 2004 policy of competitiveness clusters (pôles de compétitivité) and in 2010 the program "Investing in the Future" (Investissements d'Avenir); provided greater autonomy for universities, increased use of tax credits for research (CIR) and in innovation tax credit.

УДК 330.322

S. Kholod

COMPARATIVE ANALYSIS OF INVESTMENT ATTRACTIVENESS DURING TRANSFORMATION OF THE ECONOMIC SYSTEM

Conceptual approaches to the development of innovative methodological aspects for the definition of the integral appraisal ratio of investment attractiveness of the region subjects, based on evaluation of quantitative relationship between the integrated index and the efficiency of investment during projecting the total investment potential of the region have been considered.

It is proved that the natural determinant of regional economic development is the innovation process as a systemic phenomenon, as a result of multi-vector interaction between management institutions and economic agents in the region, in which the linear relationships in the chain "science - production - consumption" is only one of multiple components.

The calculation of the integral index of Ukraine regions' investment prospects is performed based on summing the products of rank values for each synthetic indicator and its importance. According to the calculations, a specific place of the region in the overall composition of regions in Ukraine is determined.

This method involves determining the quantitative relationship between integral index of investment prospects of Ukraine's regions and the efficiency of investments in each region. Soundness of investments is characterized with the equity profitability ratio index, which in this case is analogous to the amount of investment into fixed assets, current assets and intangible assets.