

## SUMMARY

УДК 330.5

*O.M. Azarian, Yu.O. Belenkaya*

### **THE CONCEPTUAL FRAMEWORK OF STATE REGULATION OF THE ECONOMY THROUGH THE SECTOR OF NATURAL MONOPOLIES**

The article deals with the formation of a new view on a natural monopoly as an effective tool for managing the development of the economic system. Experimental research presents a series summarizing the scientific and practical recommendations that could form the basis of the concept of indirect state regulation of the economy based on the management of natural monopolies:

– development of strategies, methods and algorithms for state regulation involves the allocation of two sectors: the sector of natural monopoly and competitive sectors of the economy.

– objectives of state regulation of the economy with the sector of natural monopolies develop leadership in the line with the rate of economic development to solve specific problems of the present stage of economic development.

– natural monopolies play a dual role in the proposed system of enterprises: they are the direct object of government regulation and function as a control system, through which the regulation is carried out of the competitive sector.

– applied management practices do not contradict the control signals of the competitive market, they aim to build and interact with its regulatory impact, guiding them to achieve the objectives of regulation.

– the subject of further research is the development and testing of a mathematical model of evaluation vector interactions allocated sectors, taking into account the existing institutional constraints.

УДК 330.34

*V.V. Bilotserkivets*

### **ROLE OF THE GOVERNMENT IN ACTIVATION OF AVANGUARD ECONOMY DEVELOPMENT: DAMPER OR PROTAGONIST?**

In the article the features of role of the government are examined in providing of the forced development of the avanguard economy. Research of consequence of intervention the government in the processes of economy's avanguardization allows us to formulate some conclusions:

– during last years the role of the government in providing of innovative development in Ukraine remains minimum;

– transformations to the avanguard economy is spontaneously; the knowledge and desires of consumers suddenly find embodiment in the new, unknown goods and acquire expressive contours in concrete new needs;

– direct government regulatory forming the avanguard economy, the attempt of the artificial forming of new avanguard-economic rhizosoms and their coalitions is ineffective;

– formation of new effective centers of new economy is not caused by setting the government of «winners», but as result of action of market forces;

– hope for avanguard-economic activity of private investors, their possibility to replace the government on breach directions of innovative development in conditions of Ukraine are unperspective;

– development of the avanguard economy does not require to keep aloof from the government completely, but requires regulatory economies adjusted in accordance with the specific of recipient, creation of comfort terms for a new generation;

– the government must promote avanguard-economic advancement in Ukraine, creating a comfort innovative and investment climate for productions and markets perspective in the new economic measuring.

УДК 336.71

*T.M. Bolgar*

### **HARD COLLECTION AS AN EFFECTIVE MECHANISM OF OVERDUE DEBT ENFORCEMENT BY BANKING INSTITUTION**

Problem of loan defaults in a difficult economic situation, which is observed in Ukraine, attracts attention of experts, practitioners, and academics for improvement of methods and mechanisms for return troubled loans.

Every banking institution is seeking to increase their profits mainly through lending operations. However, performance of defaulted loans on time and in appropriate amounts is significantly increased. Banks are creating structures in their debt collection units, or involving the collection of “bad” loans to foreign collectors. The most powerful mechanism, which has in its arsenal the largest collection of tools, is Hard Collection – the stage of gathering delays and, as a result, it will bring the most redemption of debts. Stages recover overdue debts – Hard Collection precedes the early harvest (Soft Collection), i.e. the stage where debts are going softly and without any coercive leverage. When the early harvest is failing, then troubled borrower transfers to units of late fee.

Prioritization in dealing with loans, which comes in proceedings divisions of Hard Collection, is under the risk strategy of the bank. If the highest priority is given to the loan and the given credit for amounts debt is large (more than 1 million), then the used measures in attracting all available forces and means to work with such loans are effective.

Each stage of debt collection of clients is pursuing not only tangible goals to return money of the bank, but also change the behavior of debt clients.

Properly chosen foreclosure strategy troubled debts, carefully and thoroughly constructed the model of collection provide transformation from the stage of early collection to the late harvest followed by the application (in case of necessity) of banking products designed for introducing of credits without any problems. To these decisions, in particular, we can include the possible voluntary or forced sale of collateral, as well as restructuring debt problem by introducing numerous special events.

УДК 330.34

*G.Ya. Glukha*

### **ECONOMIC GROWTH: EVOLUTION-CONTENT ANALYSIS**

The different rate of growth in developed and emerging economies led to the mass interest in this problem. Various factors directly impact the national economy functioning.

Theoretical researches in the sphere of economic growth along with grounded scientific development of theoretical models and approaches have the significant problem – the theoretical inconsistency and polarity.

The purpose of this article is to justify theoretically the existence of economic growth category and to show the interdependence between it and economic development.

There are two economic growth models: neo-Keynesian and neoclassical one. Evolutional approach is the third model, where the institutional approach which is widely spread in contemporary science, is the fourth one. The theory of endogenous growth constitutes the fourth model.

As we see, modern economic growth theories are based on 5 models. Analyzing all of them we can make a conclusion that the economic growth and development are totally different categories. There is no absolute connection between the growth and development, however they are interdependent. It is not right to assert that the growth is only change in quantity and the development is a qualitative change.

Taking into account all the “economic growth” notions it would be relevant to state that the economic growth is the main constituent of economic development. Various economic, organizational, structural, institutional qualitative and quantitative rates of endogenous and exogenous nature are closely tied to government policies and characterize the certain changes in the macroeconomic system and production sphere.

УДК 339.9(470+571)

*M.V. Grechko*

### **ROLE OF EDUCATION IN THE ECONOMY OF KNOWLEDGE: DIAGNOSTICS OF THE CAPACITY OF RUSSIA**

The article deals with the role of education in the context of transition to the economy of knowledge and the VI technological mood. It is revealed that the modern education system plays a strategic role in creation of the economy of knowledge which efficiency is mainly defined by intellectual and technological factors.

Diagnostics of educational capacity of Russia is carried out in comparison with the world developed countries. The author grounds its non-compliance to requirements of the economy of knowledge. All discontents of national education are defined. They consist of a contradiction of competitive advantages growth from education and decrease in its quality, and also in a contradiction between the market principles in the education system and its social orientation and importance.

It is reasoned that the modern national market of educational services has a dispersive character as two segments are created on it in quality criteria: “elite” and “second-rate” (“budgetary”). Besides, the current situation is supplemented with an inequality of opportunities within professional development. And professional development of the staff, in its turn acts as an intensive factor of the rate of economy growth.

The given research allowed us to find out the close connection between rising of the education level and the growth of salary level. This fact shows that growth of education level depends on the revenue of households in economy. For Russia this dependence isn't revealed.

The effective educational institution is a system with increasing return in the economy based on knowledge.

УДК 65.014.1

*I.Z. Dolzhanskyi*

### **MOTIVATION MODELS OF COMPANY POTENTIAL MANAGEMENT**

The formation and effective use of company's potential is provided through the motivation developing of the efficient motivation model. The objective of the motivational model is reconciling the interests of various actors of the economic process.

In the article the enterprise potential is referred to a real or probabilistic ability to do purposeful work in four categories: basic, hidden, indirect or detrimental potential. Abraham Maslow's Hierarchy of Needs motivational model has been analyzed. It has been suggested to unite needs in three groups: social needs, worker's needs in respect with his personality, self-esteem needs. Motivational models of V. Wroom and F. Herzberg is oriented on the identified and analyzed results and expectations.

The specificity of the Ukrainian economy allows us to develop a model that includes: financial incentives, moral incentives, social and natural stimulation, career development stimulation, extra stimulation of high achievements in work, social stimulation.

Financial incentives are of particular importance in the overall system of motivation. Different systems of remuneration have been analyzed. A company's policy in financial stimulation has been suggested.

Weaknesses and strengths of motivational models of A. Maslow, D. McClelland, F. Herzberg, D. McGregor and socio-economic impacts of enterprise's potential management have been identified.

УДК 621:65.014.1

*S.V. Dubinskyi*

### MODERN METHODS OF PERSONNEL MANAGEMENT AT MACHINE-BUILDING ENTERPRISE

The article considers the process of modern methods implementation at the machine building enterprise.

Modern conditions of householding of machine building enterprises make us find and carefully select the most modern and effective managerial tools. It's necessary to point out that methods which successfully worked in the practical activity of industrial leading enterprises of foreign countries attract our special attention; they have to improve both: householding activity of machine building enterprises and the process of the personnel management of these enterprises.

One of the most actual and effective managerial tools allowing to improve the process of the personnel managing is outsourcing.

The article provides the model of the personnel outsourcing at the machine building enterprise, it includes:

- analysis providing of external and internal environment of the enterprise;
- setting up and formulating of local goals;
- Choosing of the concrete kind of the outsourcing-project and coordinating of the optimal form of the personnel outsourcing with it. It requires the staff policy improving, personnel strategies developing, the process of development and adaptation of the staff at the basic enterprise and the external outsourcer;
- choosing of the external outsourcer according to the selected criteria estimating;
- providing of the outsourcing-project and the effective activity of outsourcer.

As a result the model of the personnel outsourcing process implementation which has been provided by the author, allows us to improve the process of the personnel management at the machine building enterprises.

УДК 330.101

*A.A. Zadoia*

### AGGREGATE DEMAND STRUCTURE: COMPARATIVE ANALYSIS

The article deals with an aggregate demand structure in Ukraine and its changes during last years. The comparison of the share of final consumption expenditure and gross capital formations in an aggregate demand in a series of European countries is carried out. The given analysis allows us to formulate some conclusions concerning aggregate demand structure in Ukraine:

– more or less stable aggregate demand structure has not been formed yet. It can be changed fundamentally as during separate phases of the economic cycle so depending on internal economic policy of the state;

– share of final consumption expenditure of households is quite higher than in other countries. From the one hand, it is explained by a lower level of per capita income and an aspiration to enforce the sufficient consumption level in these circumstances. But from the other hand, this fact is the indicative of domination of "capital decumulation" model which allows people "to live beyond income";

– mechanism of momentum transfer of higher demand from a consumer to a producer has not formed in economy of Ukraine. That is why an over consumer demand is satisfied not by means of national production growth but import, that is not deemed to be suitable;

– in comparison with analyzed countries in the active demand structure Ukraine has the lowest share of gross capital formations. Whereby the backgrounds for speedup of economic development which is badly needed for overcoming the economic lag behind other countries are not formed.

The subject of the following researches should be the analysis of aggregate demand factors, the activity of which could improve its structure.

УДК 339.97

*O.M. Zborovska*

### **ORGANIZATIONAL ASPECTS OF FOREIGN ECONOMIC ACTIVITY OF INDUSTRIAL ENTERPRISES**

The article reviews the modern organizational aspects of foreign economic activity management. In the theory of integrity management of logistic process is defined the difference between the two approaches of organizational management structure building, namely software-oriented and matrix. It is given the classification of logistics structures development stages in the industrial complex.

It is based the efficiency in the activities of enterprises logistics outsourcing. It is shown conditions of and reasons for transition of logistics outsourcing. Under the outsourcing of logistics services in the article the transfer of part or all of the logistics functions, mostly non-character, foreign organizations, logistics providers, and logistics services.

It is allocated five basic types of logistics providers (LP): LP which is based on companies transporters; LP which is based on storage operators; LP which is based on brokerage / freight forwarding companies; LP which is based on companies involved in the optimization of transport services, the formation items and LP which is based on companies developing software.

It is shown the list of logistics services which are offered by multinational companies on the Ukrainian market. In work with multinational logistics companies and use of their services, it is identified the following advantages of work of carriers logistical companies over local ones: large financial and material resources to be more resilient and less dependent on the situation on a local market, a significant amount of knowledge and experience gained in other business units; use the experience of implementing new technologies and processes gained in different countries, the presence of branched global network, long-term relationships with carriers.

It is offered single-step method for logistics provider selecting: allocation of list of necessary logistics services and, therefore, choice of type LP, the rationale for outsourcing services, finding potential providers; choice of mediator and forms of cooperation with them, defining standard of services and contract; evaluation of work with providers.

УДК 339.138

*N.V. Karpenko*

### **INTERNATIONAL PRACTICES IN THE FORMATION OF SOCIALLY RESPONSIBLE MARKETING CONCEPT**

The new era of marketing is determined by the accentuation of attention of businessmen to the new types of marketing – a relationship, socially responsible, environmental, ethical, etc. The identity of the content of these concepts is in the fact that the main emphasis of the influence of marketing tools is transferred to the social responsibility of business before the society as a whole.

Corporate social responsibility of the European society of consumer cooperatives is regarded as a social co-operative the responsibility of the consumer cooperatives (Consumer Cooperative Social Responsibility – hereinafter CCSR), the basic idea of which is based on the social nature of cooperatives, and the peculiarities of their social policy are determined not only by the search for General economic results in the form of profit growth, and by a greater extent focused on the introduction of measures, which contribute to the solution of common environmental issues, production and sales of high quality products, consumer rights protection, the fight against poverty, the development of the idea of Fair trade.

Introducing the idea of cooperative social responsibility into its activity, Eurokoop has developed Recommendations, in which it is examined the key theoretical provisions of CCSR, as well as the experience of the activity of the co-operative societies in five countries – Finland, Italy, Spain, Sweden and the United Kingdom.

Propositions given in the recommendations of CCSR together with examples of their implementation by the European consumer co-operatives are a new «religion» in business, but their formation is carried out according to the adopted principles of cooperation. And their key components are determined by the social orientation of the protection of the rights of consumers and require the use of the Toolkit of socially-responsible marketing.

УДК 339.9

*V.M. Kozka*

### **MECHANISM AND MODELS OF PEOPLE'S REPUBLIC OF CHINA ASSISTANCE TO FOREIGN COUNTRIES**

Article studies the policy and basic principles of People's Republic of China in providing assistance to foreign countries, analyzes its mechanisms, models and classifications.

The Article contains 8 (eight) key principles of China's assistance to foreign countries detailing a mechanism for international assistance. According to the established international classification China's as-

sistance to other countries is conventionally divided into the following categories: formal (official) and informal (non-official), bilateral and multilateral. The funds provided by the PRC in frameworks of international assistance are divided into 3 (three) categories: free assistance, interest-free loans and concessional loans.

In general, the author identifies 8 (eight) different methods by which China provides assistance to beneficiary countries, among them: complete projects, normal goods, technical support, development of human resources, direction of medical teams, emergency humanitarian aid, direction of volunteers, reduction and debt cancellation.

After analyzing the prospects of China's assistance to the foreign countries and strengthening its positions as a donor of international development, the author highlights that currently PRC is still in process of slow transition to a new development model: from export-oriented economy to domestic-oriented economy focusing on interior demand and consumption.

Certainly, this trend will benefit China as a donor by increasing the scope of formal assistance and staff, improving the mechanisms and conditions for future assistance.

УДК 330.322

*S.A. Kuznetsova, M.I. Andreenko, O.I. Ilchenko*

### **THE INVESTMENT ATTRACTIVENESS OF THE GRAIN MARKET IN UKRAINE: MAJOR PLAYERS AND TRADING PARTNERS, RECENT TRENDS AND MID-TERM OUTLOOK**

The entry of Ukraine into the world economy, globalization of the world economy and integration processes, increased risk, uncertainty and dynamism of the current economic situation in Ukraine and the world, reducing the reliability and stability of the domestic financial system, the emergence of legally separate financial institutions, which intersect the interests of many stakeholders led review the overall structure of the domestic economy.

Ukraine is one of the leading exporters of grain: it occupies the 7th place in wheat exporting, Ukraine takes the third place in export of barley, the 4th place is occupied by Ukraine in corn exporting.

Current trends in the development of the grain market of Ukraine are: Increase profitability through innovation in management; Increase the investment attractiveness; Consolidation in the large holding; Development of the technological infrastructure; Access to international market.

The world will feel the deficit of energy resources as well as deficit of food, in 20-25 years. This is a good prospect because in Ukraine there are no problems with climate, it does not change and there is no water deficit to grow cereals that are available in other exporting countries.

The priority is the development of the product supply to the countries of Middle East and North Africa and climate change will further intensify the situation. Possible future investor on the grain market is overpopulated China, which will soon meet their inability in being provided with food by themselves.

In general, Ukrainian grain market is a very perspective sector for development, but it feels a strong lack in financial resources.

УДК 658.15

*D.Yu. Lyashko*

### **COMPONENTS OF THE INCREASING REVENUE STRATEGY IN THE SYSTEM OF ENTERPRISE VALUE MANAGEMENT**

The article deals with the problem of determining the components of increasing revenue strategy in the system of enterprise value and considering the methodological approaches to forming technologies for implementing the strategy of increasing revenues in the present market. Technologies for implementing the strategy of increasing revenues and content of these technologies are given.

Marketing and Sales Technology implements the strategy of increasing enterprise revenue with the help of using marketing and selling techniques.

Innovative Products and Services Technology achieves increasing enterprise revenue to use innovations in the goods and services which an enterprise offers to the market.

Technology of Customer Interaction Management decreases time of fulfillment of customer orders and to increase revenue using a more thorough approach to satisfaction of consumer needs.

Technology of Trade-in and Tying Sales supposes to increase enterprise value due to using and increasing a range of goods and services which enforce customers to make trade-in and buy tying goods and services.

Technology of Client Base Support saves its previous sales volume to retain the number of its customers.

Technology of Cash Flow Management is directed at increasing cash flow of an enterprise.

Technology of Demand and Supply Management makes considerable influence on the enterprise revenue which is, accordingly, an influential factor of the enterprise value.

Technology of Price Optimization is very important to increase enterprise value.

Developing the appropriate strategies, policies, and techniques are the main directions of this research which are topical and prospective.

УДК 339.9(4)

*A.S. Magdich*

### **ECONOMIC GROWTH AND STRUCTURAL CHANGES IN THE ECONOMIES OF CENTRAL AND EASTERN EUROPE**

The paper investigates long-term trends and regularities of structural dynamics of Central and Eastern European economies in frames of global sectoral trends. On the basis of a comparative analysis of structural changes in CEE countries and developed economies the author has determined the main features of long-term structural changes in the CEE economies:

- in terms of GDP per capita and sectoral structure of the economy CEE countries generally match newly industrialized countries;

- in general, changes in the sectoral structure of the CEE economies occur in accordance with global trends: structural changes manifest themselves in an increasing share of services sector in GDP and decreasing share of industry and agriculture. However, the share of agriculture and industry in GDP of the CEE countries is correspondingly 2 times and 1.3 times higher than those in the EU-15, with level of economic development and quality of services significantly falling behind developed European economies;

- among all the CEE countries the Czech Republic, Slovenia and Estonia have the most similar to Western European countries structure of the economy, while Romania, Serbia, Belarus and Ukraine – the most dissimilar. The transformation of sectoral structure in the latter group of countries has been occurring in an arrhythmic and inconsistent manner. Current sectoral structure in this group of countries has been resulted not so much from stable and efficient economic performance and rapid development of the tertiary sector but from the decline of commodity-production sphere.

Further research will be aimed at identifying main factors of structural changes in the economies of Central and Eastern Europe as a precondition for economic growth and further market transformation.

УДК 339.7

*Y.V. Miroshnichenko*

### **CREDIT DEPENDENCE OF THE ECONOMY OF UKRAINE ON THE IMF**

The paper analyzes the relations of our country with the IMF and the problems raised in the domestic economy through the credit owed to it.

The solution of the problem of public debt service is a key factor of economic stability in the country. The nature of the settlement of the debt problem to a large extent depends on fiscal capacity of the state, the stability of its currency, so financial support from international financial institutions. The need to address these issues requires a search for ways to reduce the national debt in Ukraine.

Therefore, to solve the problem of external debt in the long runs to “recovery” of the economy, because without ensuring the dynamism of its development and the real, tangible efficiency of financial stability in the country will be relatively short and, no matter how progressive financial measures are used to support it. Moreover, the rapid elimination of the external debt, unsupported real steps towards stabilization of the economy, its comprehensive restructuring, will only exacerbate the situation and the problems that must be addressed.

External funding sources should be considered in terms of their size and the efficiency from the point of use. In inefficient use of resources, the need for their number is unlimited. This calls for the establishment of the border to attract loans. Questions continue to attract external financial resources need to be addressed, in particular, in terms of effective use for economic development.

The subject of the next study will be the application of tools for active management and tight control over the process of use of borrowed resources. Funds from government borrowing should be directed to the development of the economy (mainly on the development of production), but not for current consumption and repayment of previously received credit.

УДК 658.8:004

*V.I. Osadchiy*

### **ROLE OF MARKETING STRATEGY IN INNOVATION ACTIVITIES OF INTERNATIONAL INFORMATION TECHNOLOGY COMPANIES**

The article deals with the role of marketing strategy in innovation activities of the leading international software and hardware companies in the global information technology industry during 2010-2012. The ecosystems of the biggest producers and the stages in their development are analyzed from the marketing perspective. The received results allow us to formulate some conclusions concerning the role the marketing strategy plays in innovation activities of the two global IT leaders – Apple Inc. and Microsoft Corporation:

- technological innovations require changes in marketing strategies which aim to maximize the economic effect of introducing such innovations;

- changes in marketing strategies lead to creation and development of ecosystems which unite IT producers and their consumers;

– marketing strategies adapt technological innovations to the needs and demands of the analyzed two IT ecosystems' participants to a degree when business models of the companies in question are changed;

– when analyzed over comparatively long periods of time, business models of the given IT companies tend to be changed radically, with marketing strategies playing key role in these transformations.

The subject of the following research should be selection of a set of marketing tools to create a standard algorithm of successful innovation marketing strategy.

УДК 658.8:007

*I.H. Pavlenko*

### **COMMUNICATION POLICY AS AN ELEMENT OF ENTERPRISE MARKETING SYSTEM IN THE PROCESS OF MODERN COMMUNICATION SOCIETY**

In recent years, the growing importance of communication is provided by the presence of near-saturated markets, the demand for which is to replace consumption goods, problems with the creation of new products, high standards in manufacturing, which hinder the differentiation of goods because of quality or cost, the need for economic growth and the desire to overcome savings and pessimistic attitude to the development of civilization.

The research systematization can highlight two approaches to the concept of communication policy: first – communication policy is a promising course of company's activities and the presence of a sound strategy to use complex communication tools, and interoperability with all stakeholders marketing system; while the second deals with communication policy as development of complex stimulus, i.e. measures to ensure the effective collaboration between business partners of advertising methods of sales promotion, public relations and personal selling.

The purpose of the communication policy of the company is to create a competitive advantage, consisting of industrial and consumer preferences.

The communication policy of the company is a combination of advertising, personal selling, sales promotion and public opinion.

The marketing activities experience convinces that effective communication is only possible in an integrated approach.

The communication policy of the company in the marketing system – a course of business, aimed at planning and implementation of interaction of the company with all stakeholders marketing system based on the use of complex communication to ensure a stable and efficient formation of demand and promote the supply of goods and services markets to customer satisfaction and profit.

The means of communication may be made to the general criteria, such as the spread of the target communication range and the ability to combine elements of the complex communication, the amount of possible messages, duration and situation of communication, the ability to isolate the impact of competitors.

УДК 621:658.4

*Z.S. Pestovs'ka*

### **THE MECHANISM OF SATISFACTION OF MACHINE-BUILDING ENTERPRISES CURRENT FINANCIAL NEEDS ON THE BASIS OF THE OBJECTIVE FUNCTION**

The analysis of scientific publications show that modern economists give only the definition and the structure of the financial cycle (cash conversion cycle), but little attention is paid to the relationship between the duration of the financial cycle and the size of the current financial needs of enterprises, and they didn't provide the description of the mechanism of satisfaction of machinery enterprises current financial needs.

To identify and analyze the current financial needs of machinery enterprises the most convenient is to use calculation of the duration of the financial cycle, which in essence is a time measurement of the current financial needs of the enterprise. Duration of financial cycle should strive for a minimum value, preferably to a negative value.

The calculation results indicate that only two of the 15 surveyed machinery enterprises showed the presence of financing strategies. In addition, during the study period 14 of 15 enterprises had a positive duration of financial cycle, indicating the excess of stocks or excess of receivables.

The paper provides the short and the extended objective functions of current financial needs calculation that will lead the operational management of the current financial needs of machinery enterprises including limits on growth stocks, receivables and payables.

The research discovered the exception from the conclusion about the existence of feedback between the financial cycle duration and profitability of enterprises, so it is necessary to examine the relationship between the financial cycle duration and the size of the current financial needs and other indicators of the enterprise, including liquidity ratios.

УДК 330.1(477)

*A.M. Pylypenko*

### **SOCIAL JUSTICE: NATURE, CONCEPT AND PLACE IN LIBERAL PROJECT OF UKRAINE**

Rules and regulations providing cooperation and coexistence of people in a society always correlate with social justice. However the notion of “social justice” is usually understood differently in different concrete historical conditions of development of a country and depends on the level of cultural development, existing social and political structure, and the degree of perception of laws of nature and society.

Liberal understanding of social justice has evolved from utilitarian idea of maximizing summary utility function for all members of society to modern concepts formulated by J.Rawls, A. Sen, R.Dworkin, and J.Roemer. All these theories confirm the importance of individual initiative and responsibility for personal welfare, and preassume the presence of some elementary set of resources and freedoms for formation of universally recognized understanding of social justice.

Neoliberal model of economy realized in Ukraine in 1990s is based on libertarianistic understanding of social justice as creating equal opportunities for business activities, while only incapacitated persons are supported by the state. However, this model is not found legitimate by the majority of people governed by paternalistic ideas and tending to shift responsibility for their own welfare on the state.

Social justice as liberal perspective in Ukraine is regarded as the creation of economic conditions for fostering activities and ideological work on reaching consensus of social justice ideals embodied by the reforms.

УДК 658.5

*Y.V. Rudenko*

### **FEATURES OF APPLICATION OF MARKETING COSTS MANAGEMENT METHODS AT INDUSTRIAL ENTERPRISES**

Marketing costs management of industrial enterprises provides a set of methods that directly affect on marketing cost's structure, their dynamics and contribute to their reduction. The article deals with approaches to marketing costs management at industrial enterprises and the possibility of their effective using in the economic evaluation of marketing activity effectiveness.

Contemporary world science is said that there are main methods of determining and adjusting marketing costs at the enterprise as follows:

- method of expenses that were planned ;
- method of expenses organization based on individual processes;
- method that takes into account the product life cycle;
- compare method with the best performance of competitors;
- method of strategic cost management.

Marketing costs analysis involves their comprehensive researching with business income, and evaluating of marketing factors such as product groups, implementation methods, sales' promotion. Also it is very important to develop marketing budget. The result of the marketing costs analysis based on the conclusions about the effectiveness of marketing budget distribution.

Marketing costs optimization depends on using of cost approach or investment approach to marketing activity management and calculation of marketing profitability and marketing ROI. Also the control of non-economic marketing indicators has a special significance.

The subject of the following article is the theoretical analysis of existing control methods to marketing costs at industrial enterprises and identifying areas for their using.

УДК 339.137:658.11

*E.M. Smirnov*

### **THE TRADE ENTERPRISE COMPETITIVENESS LEVEL MODELING**

The purpose of this article is to develop the trade enterprise competitiveness level modeling algorithm, which takes into account the industry characteristics of their competitive behavior strategies.

The research is based on methods of the multidimensional statistical analysis (for development of the trade enterprises competitiveness indicators system), methods of economic-mathematical modeling (for creation of the trade enterprises competitiveness level predictive models).

The article contains a justification of the trade enterprise competitiveness level modeling algorithm, which is based on the developed system of indicators (partial, generalizing, integrated), and also takes into account the benefits of panel data correlation and regression analysis.

The proposed algorithm is an effective way to align the strategic decisions and related tactical tasks concerning the competitiveness management at trade enterprises. This algorithm allows us to identify the key factors that affect the trade enterprise competitiveness, to describe quantitatively their influence, to define the potential of the trade enterprise competitiveness growth.

УДК 336.1(477)

*O.V. Tyshchenko*

### **A COMMON INFORMATION SPACE IN GOVERNMENT FINANCIAL MONITORING OF UKRAINE**

The article observes the analysis of the current state of automation of the integration process in the Financial Monitoring of Ukraine. The conducted analysis allow us to reveal, both positive and weak points of the Unified state information system in financial monitoring.

Unified state information system, on the one hand, is an effective means of preventing and countering legalization of proceeds from crime and on the other – is a closed system. Within the context of the transition of our country to the “electronic government” it would be probably better to attract more public to work in this field, using the latest Internet technologies.

As a result of the support of common information space it is created an opportunity to minimize the risks of the financial system of Ukraine, especially in terms of laundering the proceeds of crime and financing terrorism, which in turn will ensure the following measures:

- Increasing information transparency of the financial system of Ukraine;
- Deepening partnerships with the private sector in the prevention and combating legalization of proceeds from crime and terrorist financing;
- Development and expansion of a single information space for electronic interaction of state bodies – members of a national system to prevent laundering of proceeds;
- Providing effective cooperation and information exchange with competent authorities of foreign countries and international organizations which activity is directed at preventing and combating laundering of proceeds;
- Ensuring the transparency of government agencies in preventing and combating laundering of proceeds, as well as informing the public about the measures taken.

УДК 658.8.001.76

*V.A. Tkachenko, T.S. Mishustina*

### **MARKETING SUPPORT OF THE EARLIER STAGE OF INDUSTRIAL ENTERPRISE INNOVATION PROCESS**

The article is devoted to the definition of marketing components of the preliminary stage of the industrial enterprise innovation process. The authors have analyzed external marketing environment, also researched consumers and competitors of the company on the market of the paints and varnishes. The process of consumers segmenting was conducted, as well as the selection of a new market product for bringing on market was justified.

The given analysis allows us to formulate some conclusions concerning the marketing of the previous stage of the industrial enterprises innovation process.

The main factors of innovation policy firms depend on the availability of resources, effective strategies and intensity of competitive action by other companies.

The origin of innovative ideas and the use of new scientific results occur at the stage of basic exploratory and applied research and development, which should take into account not only technological, but also the marketing component of the enterprise innovation process, including volume and market conditions, forecasting market dynamics, key competitors, analysis of consumer segmentation and selection of target consumer segments that will reduce risks and improve innovation of activity to provide recommendations regarding the direction of innovation.

This stage allows us to identify the feasibility of development and implementation of high resistant coatings for long-term protection of metal surfaces and caused the increase of the share of the analyzed company at the market of paints and varnishes.