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SECTION 1. ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

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EDUCATIONAL RESEARCH COMPONENT OF ECONOMIC EDUCATION IN WESTERN UKRAINE IN TODAY'S CONDITIONS: COOPERATIVE, FINANCIAL AND ECONOMIC FLOWS

The occurrence and development of cooperative education have begun from the depths of nature of cooperative relationships, which from the date of their origin were based on the formation of a stable habit to work together; a sense of solidarity had rapidly developed. Dominating principles that were the base of the foundation of national cooperation were initially focused on the development of the best qualities of human character and abilities, education and improvement of the professional training in various economic sectors employees, focused on the provision of the educational assistance, counseling support to those in need.

Based on the above mentioned we can formulate the goal, which is to study the importance of economic education in Western Ukraine. Tendencies that form the specific features of cooperative education in the economic trend in the domestic education market in today's conditions were disclosed. During the revival and transformation of cooperative values and principles, the historical experience and lessons derived from it are very important in improving of the quality of training in various fields of national

economy and implementation of spiritual and moral education of students in the conditions of today.

For further effective development of financial, economic and cooperative education in Western Ukraine in the conditions of the present educational institutions of the cooperative form of ownership should continue to conclude cooperation agreements, especially between universities of the IV level of accreditation and colleges, concerning preparations of students of bachelor level of education based on previously acquired level of junior specialist; exercise the method to study the financial and economic specialties of cooperative colleges graduates in Western Ukraine and other regions exclusively on the results of entrance examinations that are conducted in the form of interviews; establish and actively use modern effective teaching methods, which should be based on the priority of the use of innovative information and computer technology; develop and implement new forms of universal education for cooperative institutions bachelors curricula based on educational qualification of junior specialist of financial and economic specialties.

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LAW OF DIMINISHING RETURNS: TECHNOLOGICAL ASPECT IN MORE DETAIL

The article considers the problem of the use of law of diminishing returns for industrial enterprises. This article critically reviews study of the law of diminishing returns in the interpretation by the authors of textbook "Economics" by Campbell R. McConnell and Stanley L. Brue. "Economics" believes that increase in the total volume of production is carried out only in a "typical curve." The results of our research show that the increase in the interval graph from 0 to maximum can be described as a straight line or curve that is different in shape from the "typical curve" mentioned in the "Economics". "Economics" believes that after reaching a maximum further involvement of workers in the production

is the decline in production volume. But it is not right. Charts reach the maximum point, but the fall is not observed; but there is a constant straight line that does not fall and does not rise. The author received the results, which do not coincide with the general opinion. The law of diminishing returns does not apply to an industrial enterprise. Studies have shown that an increase in the total volume of production is carried out not only in a «typical curve». It is shown that the production does not decrease after reaching the maximum production amount; "typical curve" to the law of diminishing returns is a separate case from many others. It is concluded that this law is not the universal economical law.

SECTION 2. WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

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TENDENCIES OF ICELAND INTEGRATION INTO THE EU AFTER THE OUTBREAK OF GLOBAL FINANCIAL CRISIS AND IMPACT OF THEIR ECONOMIC SITUATION ON THE EU MEMBERSHIP

Iceland was the most reluctant country towards the EU membership among the Nordic states and before 21st century benefited from the EFTA membership that secured free trade with industrial and fish products and the EEA membership, what allows free trade with the EU member states without the need on political integration and the possibility of endangering the national sovereignty. However, this situation changed after the outbreak of the global financial crisis in 2008. Therefore we will focus on the impact of the economic situation in Iceland on the EU integration tendencies.

With the destabilization of economy, collapse of banking system and massive demonstrations in Iceland, the new coalition almost immediately applied for the EU mem-

bership with the main intention to adopt the EURO currency. However, in fields of fishery and agricultural policy as well as in financial sector no compromise was found, moreover, the EC refused one-sided currency adoption. The integration process slowed down while application of stabilization reforms on the Icelandic economy, namely in banking system. After 4 years the winning government parties decided to put the negotiations on hold and later in 2015, prime minister withdrew the EU application. Icelanders reached relative economic stability without the participation in the EU integration and they did not intend to endanger the main economic article – fishery policy, as well as financial and banking system and without the loss of national sovereignty.

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DEVELOPMENT OF INTERNATIONAL MARKET OF FINANCIAL AND PAYMENT SERVICES IN TERMS OF GLOBAL INSTABILITY

The patterns of the international market of financial and payment services development in terms of global instability are considered in the article. The scale of the international financial market transactions is assessed compared to the global GDP. It is established that the amount of global financial assets far exceeds the volume of global GDP; moreover in developed countries the gap is even bigger than in the world in whole. Factors that contribute to the risks system transformation of the international market of financial and payment services in the context of globalization are defined. Risks and challenges of the current development of financial services markets in developed and developing countries are characterized. The current state of risks that the IMF identifies while assessing global financial stability is investigated, namely macroeconomic risks, risks of emerging markets, credit risks, market risks and liquidity risks. It is concluded that the current global financial environment risks generally are not new, but globalization greatly changes their nature, extent and consequences for the participants of the international market of financial and pay-

ment services. It is found out that the overall level of the financial environment risks remains significant, as far as on the background of financial stability strengthening in developed countries increase in the level of risks in emerging economies is observed. The necessary conditions to be met by liquid market of financial services are characterized. The system of measures aimed at providing liquidity to the international market of financial and payment services is defined. It is indicated that one of the greatest challenges for international market of financial services, especially in developing countries, is the aggravation of liquidity risk. An important component of the international financial market liquidity support is the development of its infrastructure through the use of new information technologies and creation of international payment systems to perform high-speed settlements. Creation of cross-border hybrid payment systems along with the support of liquidity of the international market of financial and payment services can provide high-speed payments, decrease currency risks, reduce costs of financial transactions.

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FOREIGN ECONOMIC FACTORS OF SECURE DEVELOPMENT OF UKRAINE'S AGRO-INDUSTRIAL SECTOR IN CONDITIONS OF EUROPEAN INTEGRATION

The article examines the role of the foreign economic component in the development of agro-industrial sector of Ukraine. The importance of the agro-industrial sector is of particular relevance in connection with the implementation of the Association Agreement between Ukraine and the EU. European companies are the main source of foreign direct investments in the agro-industrial sector of Ukraine, the volume of agricultural exports to the EU amounting one-third of total exports.

Both positive and negative changes took place during the times of reforming the agro-industrial sector. The positive ones include diversification of food items, improvement of their quality, and reduction of food shortages; whilst the negative changes regard saturation of the consumer market with either imported food or food produced by processing imported agricultural products.

During the period between 2008 and 2015, it is observed an increase in the share of production output of agricultural goods in the total amount of GDP of Ukraine. Currently, the volume of capital investments in agriculture, forestry and fisheries totalled 27.9 billion USD or 11.1% of the total. On 1 January 2016 the volume of foreign investments in agriculture reached 500.6 million USD (1.2% of the total).

According to the World Bank, the profitability of capital in agriculture exceeds profitability in other industries. The agro-industrial sector keeps being integrated into the global market. The share of agricultural exports in total exports of Ukraine has reached its record high in 2015, which was 38.2%. In the geographical aspect, the major importers are the EU member states, countries of the Southeast Asia and the Middle East, with a decrease in exports to the Russian Federation.

The revealed tendencies of active integration of the agro-industrial sector of Ukraine in the international market are subjected to a number of external threats, along with positive factors contributing to its development. Because of the economic prerequisites, the agro-industrial sector is very sensitive to world markets conditions, primarily due to low market significance of the seller, decline in prices of raw materials, tight peg to the growth of industry in foreign countries and so on.

That is why an annual review of the results of foreign trade activities regarding the agro-industrial sector is necessary as well as implementing the programme of domestic market protection, increasing production of domestic products, creating a modern transport and logistics infrastructure are required.

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FORMULATION OF STRATEGIES OF INTERNATIONAL COMPETITIVENESS OF ENGINEERING COMPANIES

The competitiveness of enterprises is an important factor in the future development of the production system of the country at the present stage of market economy functioning that determines the degree of the national economy involvement to international economic relations.

The purpose of the article is to develop mechanisms to improve the competitiveness of Ukraine's enterprises of building industry in the international market.

International competitiveness of enterprises reflects the adaptability to constant changes in the environment, and the ability to effectively use available internal resources.

The important stage of increasing the international competitiveness of engineering companies is the quality of the finished goods primarily associated with increasing importance of industrial products, machinery and equipment in the world market.

In modern capitalist economic conditions role of the state is steadily increasing, which requires a new type of global economy, new principles of international relations, new social values.

Enterprises that operate in the production and marketing to organize activities of

international markets should be based on the main factors of the achievement in international competitiveness. Also it should be considered that competitive conditions in the various industries in international markets are not the same. These factors include economic, political, institutional, human, cultural and educational, they can be split into two groups – internal and external.

On the basis of the study it can be concluded that increasing in the international competitiveness of enterprises is the basis for the whole economy. The main activities of increasing are the use of effective management, partial or full reconstruction of production, foreign technology resource. To improve the international competitiveness of domestic enterprises at first there should be created favourable conditions for development in the country by attracting investment, stable political situation in the country and stimulate entrepreneurship, reducing the tax burden.

Today, the competitiveness of enterprises and whole regions is determined by its importance in the scale of the international economy, and that is why strengthening the integration of enterprises into the international space is a priority of the state.

SECTION 3. ECONOMY AND OPERATION OF NATIONAL ECONOMY

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ANALYSIS OF MAIN PROBLEMS AS FOR ADAPTATION AND DEVELOPMENT OF FORCIBLY INTERNALLY DISPLACED BUSINESSES IN UKRAINE

Studying the employment issues of internally displaced persons (IDPs) it is ought to be noted that IDPs, together with the Crimea and Eastern Ukraine, comprise the category of people that used to be involved into the entrepreneurial activity and can share their skills and experience and commit into the development of new places. The particular attention must be paid to small- and medium-sized businesses that were moved from the territory of a terroristic operation. This support has an important social effect that lies in population self-organisation including the IDPs themselves that partially waives the government responsibility concerning their employment.

However, at the present moment the government authorities do not have the clear picture about the amount of those entrepreneurs and at the state level there is no statistical analysis. Thus, in the conditions of the lack of valid data as for the amount of IDP entrepreneurs, their activities, the amount of production etc., there is a crucial need to develop the programmes to access the information about the sources of IDPs living that ought to be focused on the following: micro-financing organizations that propose the range of financial services; organizations that provide recourses for business development; organizations that deal with entrepreneurs' education and training; state courses for professional training; institutions of technical education; government institutes of advanced vocational training; recruiting agencies that provide information about labour market; educational and employment possibilities and opportunities; juridical ser-

vices concerning employment; issuance of licenses and business registration etc. One cannot but mention that self-employment is one of the most strategic directions in modern conditions of war aggression that is focused on the decreasing of pressure on the IDPs labour market.

Generalizing some main factors that prevent the entrepreneurial activity of IDPs, the two have been depicted: the lack of taxation schemes that can support or initiate the business, the absence of government approval on the financial and credit service market as well as the difficult registration procedures.

Taking into account the almost deficiency of government control and state support of internally displaced entrepreneurs, the international organizations, namely: international contests to obtain microscholarships, trainings, free consultations, obtaining business-grants and regional programmes to support self-employment for IDPs are becoming the most widespread option for the development of this category.

It is also noticeable, that the importance of IDPs self-employment with the assistance of international organizations has one of the main state objectives of government authorities, i.e. the protection from unemployment. According to this direction the series of actions for self-employment organization and initiation are being conducted: community services, social entrepreneurship, part-time employment, vocational development, grants on business organization. Those activities are actual to the extent of the degree of resilience, i.e. the increase in

amount of programmes in the regions with the highest concentration of the registered internally displaced entrepreneurs. Account must be taken on that under the existing conditions of the current scientific-and-technological advance, informatization, new

technologies development, social differentiation of population can lead to the situation when displaced businesses may become the accelerators of social and economical and industrial development in Ukraine as a whole and its separate regions.

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ANALYSIS OF PRODUCTIVE CONSTITUENT OF ECONOMIC SECURITY OF UKRAINE

The article analyzes the indicators that determine the level of production component of economic security of Ukraine for the period of 2011-2014 years. According to official recommendations for calculating the level of economic security of Ukraine is intended for the following indicators: industrial production index difference between Ukraine and Russia; degree of depreciation industry; degree of depreciation in construction; degree of depreciation of fixed assets at transport enterprises, warehousing, postal and courier activities; degree of fixed assets depreciation in agriculture, hunting, forestry; share of high-tech products in the total volume of industrial products; complexity of industrial production; operating profitability of industrial enterprises; operating profitability of enterprises building; operating profitability of enterprises of transport, warehousing, postal and courier activities; volume of construction works to 1990; fixed yield of grain and leguminous crops; average annual milk yield per cow; ratio of import

prices in Ukraine and Europe. As additional indicators are calculated the following indicators: gross value added of industry of Ukraine at constant prices of 2010; value added industry of Ukraine at current prices; Index of industrial production in Ukraine; volume of construction works; Indices of construction products. Based on the analysis it is found that the dynamics of the analyzed indicators shows the deteriorating level of industrial safety, which in turn has a negative impact on economic security. Revealed that a major factor in long-term action that prevents the growth of industrial component of economic security serves ultra-high depreciation of fixed assets, which not only adversely affects the production capacity of domestic enterprises, but also leads to an increase in technical and technological backwardness of our country from the developed world countries proves a small proportion of the development of high-tech products in the total volume of industrial products.

Britsyna Y.V.Postgraduate Student
Classic Private University**DYNAMICS OF VOCATIONAL EDUCATION DEVELOPMENT IN UKRAINE**

The article analyses development dynamics and reformation process of vocational education in Ukraine. Problems and perspectives of further branch formation are highlighted.

Entering the third millennium Ukraine is building a national education system. Main priorities of education system modernization are its democratization, increasing of fundamentality, use of the newest educational technologies, integration of various forms and system of education. Strategic task of state educational policy in Ukraine is a competitive entry into a world educational services market, deepening of international cooperation. Education is a basis for social, political, economic, intellectual and cultural development of society.

Further development of vocational education in Ukraine is impossible without achieving of the European level of educational standards taking into consideration national peculiarities, which caused the necessity of modernization, widening of functions of vocational education, its transformation into vocational training and education.

The necessity of qualitative changes is brewing in the interaction of central and local government executive bodies and local self-government considering problems of functioning and development of vocational training and education. Management system of vocational training and education is in need of reformation.

An urgent is a problem solution regarding the increase in effectiveness of activity of vocational educational institutions, which do not satisfy real needs of labour market. It results in the fact that a significant part of the state budget is used for training of non-competitive in a market workers and do not promote their productive employment.

Do not promote operative and flexible reaction upon workers' demand the existing conditions and licensing procedure of educational activity of vocational educational institutions, enterprises, organizations and establishments, which perform human resources in-plant training.

The necessity of autonomy of vocational educational institutions is brewing, first of all, their economic independence, effective investment attraction to vocational training and education system development, introduction of stimuli both for economic entities and pedagogical workers.

Imperfectness of legislative and other regulatory legal acts, which regulate issues of the sphere of vocational education, non-taking into account of changes in economy and social life of a state by them, and financing on leftover principle are constraints for some problems' solving and forming of a single conceptually agreed and scientifically grounded state policy concerning the development of vocational training and education system throughout life.

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SMALL BUSINESSES DEVELOPMENT FINANCING: PROBLEMS OF EFFICIENT USE OF INVESTMENT COMPONENT

Appropriate development of small business requires a combination of means of taxation, fiscal, pricing, foreign economic, social policy in order to create favourable business climate. In spite of adoption of a set of important decisions, development and introducing of the National Programme of Support to Small Business Development in Ukraine, conditions for its formation and development were not improved substantially. Small business has not become yet a valuable sector of the national economy. Influencing by various factors (lack of proper regulatory support of small business development, lack of appropriate financial and credit support, limiting of financial and material resources), small business is developing slow in the country; entrepreneurship activity needs comprehensive aid of the state both at the legislative and financial levels.

In terms of financial and economic crisis in Ukraine the business environment has significantly deteriorated, small business development is at a slow pace, there is a tendency to decreasing business activity. Analysis allows distinguishing among primary causes the following: firstly, lack of concrete measures of state support of small business, which should suppose

active attraction of local executive authorities to this process; secondly, high taxation rates, considerable amount of examinations by controlling bodies, which force a lot of entrepreneurs to transition to the shadow economy that is evidenced by the fact of rapid reduction in number of operating small enterprises among registered; thirdly, low rates and distortions during the privatization process; fourthly, lack of appropriate regulatory support of development of small business in particular and business as a whole; fifthly, limiting of consultative support, lack of proper and qualitative professional qualification of entrepreneurs.

Solving of problems related to creation of favourable climate for small business development needs an implementation of measures toward adoption of new Laws of Ukraine and improvement of existent legislative base in the view of protection of owners and consumers, reduction of tax pressure upon officially operating entrepreneurial structures. Realization of stated directions should promote the creation in society a positive attitude toward small business as a progressive form of economic management, which is able to provide population with new workplaces, create conditions for growth in income and well-being.

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FINANCIAL ISSUES OF UKRAINIAN POULTRY MEAT EXPORT DUMPING TO THE EUROPEAN UNION COUNTRIES

The process of liberalization of the world trade depends on the extent, to which the government is prepared, to allow competition in the national market between goods of domestic production and goods from other countries. The price paid by the state for the access to other markets, is the competition with foreign goods in its domestic market.

Among segments of the market of agricultural products and food, a special place is taken by meat and meat products market, which is traditionally among the most complex in terms of self-regulation and mechanisms of influence on it including the levers of government intervention.

The objective of the article is to analyze the market conditions of poultry market in Ukraine and determine the financial problems of dumping Ukrainian exports poultry meat to the markets of member countries of the European Union.

The article deals with the issue of possibility and expediency of meat and meat products export to the European Union countries. The current state of poultry meat and meat products consumption by the population of

Ukraine and the EU is researched. The main financial consequences of dumping are defined.

Among the most common adverse effects, with which can face the poultry meat producer, are the following:

- reduction of revenues, that is, reduction of profits and possible losses that make it impossible to expand production and the introduction of new technologies, leading to disability or bankruptcy;
- aggravation of relations with other poultry meat market participants that further blocks the distribution of its products through negative-minded probable future partners;
- low price is a "tag" at the psychological level for the consumer that the product is of low quality, a certain deviation from the standards expires consumption etc.;
- countries, which accept imported goods, can set high anti-dumping tariffs / taxes those make the goods become more expensive, and thus lose some demand and the producer can lose the profit;
- trade based on quotas could lead to incomplete "throwing" of meat in the identified markets and thus lose income.

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ANALYSIS AND PROSPECTS OF INNOVATIVE DEVELOPMENT OF AGROINDUSTRIAL SECTOR OF UKRAINE

During the long period of time in the economy of Ukraine there was subzero investment activity in the agrarian sector development. Sustainable development of agroindustrial complex (AIC) with the help of implementation of new technologies provides forming of economic relations system and management mechanism that provides a permanent rational proportion between the factors of agrarian production and necessary rates of its development with the aim of satisfaction of population's food demand. The outlined problem determines actuality of this research.

The aim of the article is research and analysis of theoretically practical and legislative bases of governmental and regional control and prospects of innovative development of Ukrainian agroindustrial sector.

Scientific researches in the field of scientific and technical development of agriculture are allowed to set that the questions of organization and innovative activity management and innovative development of industry are not solved. The increasing innovative activity of agricultural enterprises will provide the increasing of competitiveness and economic efficiency of production. Implementation of the resource saving technologies of goods production on the basis of innovative activity with extensively usage of machines and computers in production, new generation equipment, robotics and other technologies, renovation and improvement of technically

production potential of stock-raising complexes are front-rank directions of increasing of efficiency of production.

A problem of the innovative activity development, which is based on principles of using the accomplishments of scientific and technical progress in all spheres of agroindustrial sector, is difficult and multifaceted. It is determined as perspective direction of the development that creates a favourable environment for the effective use of resource potential and forming of competitiveness. The agroindustrial sector of Ukraine needs not only the revival of production but also the realization of innovative structural transformations. In further scientific researches the specific role in the innovative direction of the agroindustrial production development must be given to the solving of complex problem of the technically technological providing and formation of innovations market in AIC. To our mind, such market should perform as the function of supplying new techniques and technologies to the agroindustrial production as functions of science development and enlightening of agrarian industry. Activation of innovative processes in the agroindustrial sector depends on support from the state, the increasing of demand on innovative solutions, and financial possibilities of economic entities. Thus, organizational, economic, technical and technological modernisation of agroindustrial complex will provide its competitiveness.

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CONDITIONS AND FACTORS OF FOOD SECURITY FORMATION IN UKRAINE

In this article identified the basic conditions and components of the formation of food security. The issue of food security comes forward in the economic security of countries, each of which has its own goals and directions of improvement of food security of the population. In Ukraine the priority direction solution of national problems of food security is conduction of consistent and comprehensive economic reform for economic growth. Characterized the main components of the formation of food safety, quality, availability, accessibility.

The reality of the food situation in the country can be obtained by comparing the existing consumption with consumption levels presented in the classification based on the principle to food security increase in natality and health. Analyzed the state of national food security and presented the structure of food consumption population. In Ukraine the

unbalanced structure of food consumption population is formed. Balance of consumption of basic food products indicates that in 2014 a lot of food categories were below actual consumption rational norms and in comparison with previous years the balance sheet ratios is deteriorated.

Analyzed gross output of the main types of agricultural products in Ukraine. The uncertainty of the agricultural sector leads to volatility as the total production and individual agriculture products. Indicators of manufacturing many kinds of crop and livestock production are significantly lower compared with those of developed countries.

It is proposed the directions to improve the state of food security in Ukraine, in particular by improving the competitiveness of the agricultural sector, which provides agricultural production and consumption of basic food for the population.

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INTERNATIONAL PRACTICES OF AGRICULTURAL EXPORT-ORIENTED MODELS IMPLEMENTATION

The article analyzes the conceptual approaches to the regulation of social and economic relations in agriculture around the world. The classification of agricultural export-oriented models is conducted, among which products (services) export constant growth model (applied in Latin America and the USA) and agricultural products (services) constant export model (typical for the EU) are selected. The first model is focused on growth of agricultural products competitiveness, marketing development and exports increase. Another model is formed on the basis of socially-oriented market economy and within the EU Common Agricultural Policy, which aims to provide multifunctionality, sustainable development and high competitiveness to agriculture.

Analysis of the best practices shows that there is no universal efficiency formula for developing countries and those creating their own export-oriented agricultural model. But the substantial support measures specific to the agrarian policy of

economically developed countries are the price controls and export subsidies that are able not only to ensure adequate standard of living to agricultural producers, but to gradually form competitive strengths by investing the released capital into the innovative production methods and by upgrading products.

The policy of export incentives should not be separated from the overall policy of agricultural sustainable development; the priority of the latter should be the saturation of the domestic market with its own products at an affordable price. This process should be supported by the state with the help of financial and organizational means enabling to form a highly competitive environment and competitive strengths in the global market. The overall strategy in the short term should be based on a sectorial approach, with emphasis on regulation of the agricultural sector using complex support measures, and in the long term – rural development, food products safety and environmental priorities.

SECTION 4. ECONOMY AND ENTERPRISE MANAGEMENT

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USING FOREIGN EXPERIENCE OF LABOUR ACTIVITY MANAGEMENT

In the current economic conditions of particular relevance is the question of efficiency of staff work. To improve the efficiency of work at domestic industrial enterprises the specific characteristics of international experience in employment regulation must be taken into account.

Best features of Japanese and American models by the formal characteristic are peculiar to the domestic management models that would have to ensure their successful operation. However, in practical terms, this is not the case.

In Japan formed a special model of labour activity motivation of employees, which reflects the national character of Japanese.

Its basis is the harmonization of labour and capital. Since Japan's labour recognized the priority, then all companies operate an extensive system of tangible and intangible incentives for workers.

Western European management is developed under greater influence of the American model, but it softens features of such Japanese models as: enhancing the role of the human factor in management and production, implementation relations leadership team, the use of "soft" methods of influence on people.

In our opinion, it would be applied at Ukrainian enterprises to enhance their performance using the most rational elements of Japanese management.

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SYSTEMICALLY IMPORTANT FACTORS OF FUNCTIONING OF ENTERPRISES OF A STOCK-HOLDER FORM OF MANAGEMENT

The aim of the article is to improve the scientific and methodological approach to the further development of the joint-stock form of management in the field of domestic industrial production.

The results of the analysis. The public nature of the industrial enterprises of stock-holder form of management has objectively led to the need to determine the direction of the systemically important factors of their functioning. In this regard, the content of the matter reveals in the process of corporatization as a special form of economic relationships, the entities of the stock-holder form of management (society) acting accordingly to the specific form of its manifestation. Historical and economic pre-determination of various models of corporate management emphasizes their systemically important character, but at the same time allows us to consider all the differences only as a form of realization of a single content – availability of the fictitious capital through shares. The last ones, acting as property right carriers, also express all specificity of the “corporatization” system. The prevalence of any corporatization system lies not so much at the level

of economic development of the state as in history – the political conditions creating national features of any corporate management system. The stock-holder form of management is considered as the specific form of economic interrelations, which has an extensive system of interaction within the enterprises of industrial production and requires a thorough and comprehensive theoretical and methodological approach to the analysis and evaluation of both internal and external systemically important factors of its existence, which are based on the movement of the fictitious capital, creating the special corporate management system based on various models of corporatization.

Conclusions and directions of further researches. The article reveals ways to improve the scientific and methodological approach in the aspect of further development of stock-holder form of management through the research of orientation of systemically important factors of its operation. This will develop the scientific-methodical support and practical recommendations on the development of stock-holder form of management in the conditions of economy transformation in Ukraine.

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INNOVATIVE STRATEGY FOR THE RECONSTRUCTION OF OIL AND GAS COMPANIES

This article analyzes the organizational, economic, and organizational and technical mechanisms to ensure the innovation strategy of enterprises of oil and gas complex of Ukraine.

Determined that developing an innovative strategy for the reconstruction and modernization of oil and gas companies, it is necessary to consider various variants of development of the national economy, foreign policy and the modern potential of oil and gas companies. Analyzed the signs, which can determine prospective levels of oil production in Ukraine.

It is proved that the modern stage of innovative development of enterprises of oil and gas complex of Ukraine includes not only the

introduction of new technological processes, but also improving the skills of workers. The main objectives of oil-and-gas companies are to increase profit and profitability, ensuring the necessary level of security, execution of regulatory requirements, especially environmental issues. However before oil and gas complex there are issues such as restructuring of the production staff, improving their skills and work in a competitive environment.

The results of the analysis indicate that for financing investments into innovative development of oil and gas complex of Ukraine, must in addition to domestic resources, widely used foreign direct investment, the funds of international financial organizations.

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FINANCIAL OUTSOURCING AND ITS APPLICATION IN BUSINESS MANAGEMENT

The functioning of enterprises in market conditions necessitates continuous improvement in all aspects of their activities, finding new ways to increase efficiency and competitiveness. Recently, a significant spread in the global outsourcing business practices becomes, the essence of which is to transfer certain functions to other entities of the enterprise – a specialized outsourcing company (outsourcer) – on contract terms. Outsourcing can be carried out in different areas of the company, because there are many types of outsourcing, which typically combine two main groups: business process outsourcing and production outsourcing. Among the various types of outsourcing business processes increasingly popular in academics and practitioners acquires financial outsourcing and financial outsourcing global market is growing dynamically.

The study is an analysis of the theory, methodology, methods and practice of domestic financial outsourcing as a tool in the management of enterprises.

The analysis of foreign practice of outsourcing shows that outsourcing should be viewed as a strategic tool that allows optimizing of internal processes, introducing of the work of technological innovations to release their own financial resources to strategic objectives, which can significantly increase the competitive position of the company.

Financial outsourcing services covering management, tax and accounting, financial analysis and investment banking. The use of financial outsourcing allows the optimization of capital structure, control of revenues and

expenditures, financial performance analysis for decision making operational management, improving the efficiency of financial transactions tax reasons.

Outsourcing financial functions until recently was used almost exclusively by large companies that have foreign owners, which was necessary of financial reporting under international standards to enter the international markets. Currently, outsourcing can be useful for companies with subsidiaries where each company maintains its accounting records individually and systems of general accounting are centralized and standardized with the help of outsourcing. In general, the most commonly used large outsourcing company that promotes concentration on the core business. For medium-sized enterprises – is to reduce costs and increase efficiency through the use of professional experience. Application of outsourcing by small businesses is extremely unstable and depends on many external factors, but in principle it can support development.

Thus, financial outsourcing is an effective means of optimizing the activity. The domestic market of financial outsourcing, despite a number of restraining factors and certain problems shows upward trend and has broad prospects. However, the decision to use outsourcing services should be preceded by a thorough study of its comprehensive assessment and comparison of the possible positive and negative consequences for the company with the long-term prospects for its development.

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TECHNICAL PROVISION OF MANUFACTURING AGRICULTURAL PRODUCTS BY ENTERPRISES OF UKRAINE

It is defined by the author of the article that the level of the agricultural enterprises provision in Ukraine with tractors and basic kinds of combine harvesters has considerably decreased in 2014 as compared to 2000. There is a rather high differentiation at the level of provision with separate kinds of machinery in the regions of Ukraine, and even more on separate farms. Arable land loading per tractor varies at agricultural enterprises of Ukraine from 63 to 200 hectares. The tendencies of provision with machinery in Poltava region are the same as in Ukraine on the whole. The highest level of provision with farm machinery is observed at medium and large enterprises.

The main reason of decreasing the level of technical provision of agricultural production in Ukraine is a considerable reducing the volumes of purchasing farm machinery. The investigations of the structure of buying farm machinery by the enterprises of Ukraine reveal the tendency to purchasing the machinery of foreign production, except tillage machinery.

It is stipulated by both the reduction of manufacturing farm machinery in Ukraine and the absence of changes in improving its qualitative characteristics. While choos-

ing complicated multi-functional machinery, agricultural producers prefer more expensive technical means of foreign production. Such a choice is based on the fact that foreign machinery ensures performing high quality work and it is more reliable comparing to the machinery produced in our country, which is inferior as to the major operating characteristics. At the same time, concerning standardized basic assets, which are produced according to the similar technology, agricultural enterprises prefer more economical means, manufactured in this country.

While replenishing machinery and tractor fleet, the manufacturers of agricultural products prefer the tractors of large unit power.

It is substantiated in the article, that the lowest level of renovation (up to 5%) is a characteristic for the tractors having the power up to 60 kW, trailers, semi-trailers, and for beet harvesters, which is connected with shortening beet production branch. The highest level of renovation is observed concerning combine harvesters and machines for picking fruits, berries, vegetables, melons and gourds, and also feeders for pigs, which is a natural result of the gradual development of the branch.

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BUSINESS DEVELOPMENT STRATEGY THROUGH MERGERS AND ACQUISITIONS

Under intensely competitive business environment, mergers and acquisitions (M&A) have become a common strategic tool for achieving companies' growth, and they can even be the key to victory in the marketplace. Highly effective M&A let companies quickly acquire critical technology, expand territory, bring in strategic investors, and boost corporate value.

In M&A deals, moreover, a variety of considerations and conflicts of interests arise due to the differing perspectives of stakeholders. As a result, corporations must first develop a comprehensive understanding of the key M&A processes, taking into account internal motives and external factors, and then select the type of M&A that accords best with their own motives.

The M&A process can be divided into four stages:

- strategic planning;
- valuation;
- negotiation;
- contract performance.

Through strategic planning, the corporation can better understand its financial situ-

ation – in particular, whether it can support M&A activity.

On entering the valuation stage, it is necessary to first sign a non-disclosure agreement so that information for making preliminary valuations can be exchanged.

Once valuations are more or less completed, the two sides should have cleared up any doubtful points or at least come to a consensus on them. In the negotiation stage, the parties work out the details of the transaction and then sign a legally binding sales and purchase agreement.

Toward the end of the M&A process, it is coming to the contract performance and consolidation phase.

The factors to consider for M&A strategies are very complex. To implement a deal successfully, the principals must first consider the motives for the transaction, then develop a strategy that can meet their expectations, and they should also pay close attention to factors that could turn into major deal breakers.

Thus M&A are a complex requiring highly sophisticated expertise from the scientific point of view and an important tool that provides economic efficiency of national companies.

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ACHIEVEMENT OF INVESTMENT ATTRACTIVENESS OF INNOVATIVE PROJECTS AT ENTERPRISES OF FOOD SECTOR: MANAGEMENT ASPECT

Background. Activities of enterprises in the food sector involve the manufacture of food products, from which ecological purity depends the health of the population. It is necessary to introduce innovations in activities of business entities able to coordinate the interests of producers and society, while providing optimum environment condition.

The **aim** of the article is to explore the possibilities of increasing the efficiency of innovative projects management of enterprises in the food sector with the aim of attracting investment in terms of the need to overcome the financial and economic crisis and preserve the environment.

Materials and methods. Methodological basis of research is of general scientific and special methods of scientific knowledge. In particular, the dialectical method, system, synthesis, analysis, induction, deduction, and grouping methods are used.

Results. Innovation projects of enterprises in the food sector as a whole or partially should contribute to the greening of the production process of high quality and environmentally friendly products that will influence the increase in level of living, production efficiency and protect natural resources by minimizing their costs (raw materials of plant and animal origin, energy). At the level of individual businesses to ensure the

investment attractiveness of innovative projects should contribute to the corresponding system management activities. Needed is to address the issue of methodological support of management functions implementation in respect of the innovation project and attract investment on the basis of reliable and detailed information on management objects associated with a particular stage of formation and implementation of the project. Economic information about identified objects of managerial influence provided its accuracy, timeliness and completeness is the basis of increase in efficiency of formation and implementation of innovation projects and budgets related expenses.

Conclusions. For enterprises in the food sector innovative projects are necessary that aimed at preventing negative impacts of activities on the environment by upgrading production technologies, marketing systems and product storage. This helps to identify opportunities to create investment attractiveness of the innovative project by management tools, as well as relevant control objects, the integration of which with the development of an innovative project for the enterprise of studied industry gives an opportunity to attract venture capital investment with the aim of achieving the relevant effect of innovation.

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**TASKS OF FINANCIAL MANAGEMENT IN SYSTEM OF PROPERTY
AND INTERFACE SECURITY OF BUSINESS ENTITIES**

A definition of property and interface security subsystems of economic security of business entities is offered. As an interface security people should understand as such a state of interaction between enterprises, institutions, organizations and their stakeholders (partners, contractors, investors, customers, etc.) that allows with minimal time and financial, material and human resources to ensure reliability in all their relationships functional areas, eliminating the probability of destruction of relationships influenced by threats of different nature of origin. As a property security system of economic security of entity it is offered to understand such a state of enterprises', institutions', organizations' property, that allow them to engage in economic activities and implement their own property interests and property interests of stakeholders, minimizing the likelihood of property loss over the negative impact on

its by integrity cost and functional status of internal and external dangers and threats.

Tasks of financial management of business entities in the context of their interface and property security are established. The main ones are identified such as: creating a positive financial image of business entities and development of budget funding for the purchase, renewal, modernization and protection of tangible and intangible assets of business entities and finding sources of funding for these areas to ensure property security.

It is found out that the role of financial management for quality information and analytical support of business entities' economic security system is to ensure the quality and reliability of financial information that characterize their activities and probably will be the basis for the formation of relationship between an entity and its potential investors, creditors, partners etc.

Koliada A.L.Lecturer at Department of Economic Analysis
Odessa National Economic University**WAYS TO IMPROVE THE EFFICIENCY
OF MEAT PROCESSING ENTERPRISES**

In conditions of market economy development, which is characterized by fierce competition and high demands of products, the problem of finding ways to improve the efficiency of meat processing enterprises are becoming increasingly important. After all, the meat processing industry is the basis of food security of the country.

The article discussed effective ways to increase efficiency of functioning of enterprises of the meat industry. Considered in detail methods of reducing the effect of seasonality on the demand for meat and meat products. Thus, the use of merchandising, that is, the set of activities whose goal is to increase demand for the products and tools of the market positioning of the goods will increase the demand for meat products and reduce seasonal fluctuations, which, in turn, will allow increasing in efficiency of the enterprise functioning.

Given the advantages of the use by the meat processing enterprises of the «compass proper nutrition» and software solutions, «ABBY-Management of meat to Ukraine» on the basis of the product «1C: Enterprise 8» with the aim of increase in effectiveness of their activities. So, place-

ment of «compass proper nutrition» on the label of meat products will allow a processor without spending additional financial resources to attract more loyal circle of consumers, which will lead to the increase in net revenue from sales of products and increase in efficiency of their functioning. Noted that the use made by enterprises of the meat industry solution «ABBY-manage the slaughterhouse for Ukraine» increases the reliability of the accounting data for further analysis with the aim of implementing a performance management process of their activities by different actors, starting with the head of the company and ending ordinary accountant.

The results of the study are offered thorough recommendations aimed at improving the efficiency of operation of meat processing enterprises, the practical implementation of which will allow them to not only effectively utilize production capacity, but also to maintain its position in the relevant market or to expand a certain sector, through a constant search and implementation of the identified reserves in the context of limited resources and the influence of environmental factors.

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EVALUATION OF EFFECTIVENESS OF COMPREHENSIVE SUPPORT FOR THE ECONOMIC SECURITY OF VEHICLE ENGINEERING ENTERPRISES

The article notes that the calculation of the efficiency of providing economic security is one of the most difficult tasks that currently have single conventional solutions. The author asked to determine the integral index of efficiency of complex economic security of the enterprise including: degree of achievement and support required for the effective functioning of safety in the context of each functional component; performance targets that, given the level of security for each functional component characterizing the availability of opportunities for enterprise development; the degree of realization of interests in economic security. Proved that the evaluation of the effectiveness of complex economic security of enterprise is multistage process that, based on the generated theoretical principles to ensure economic security, takes into consideration changes in security over time

(dynamic aspect), determining the degree of achievement of targets (static aspect), which together are to determine the integral index, which describes the extent of interest in economic security.

To evaluate the overall effect (definition of the integral index) expert assessment system is used, which forms a group of experts and uses objective statistical and analytical data of a particular company (JSC "Drogobych truck crane plant"), and the trend of domestic transport engineering and the national economy.

The methodical approach, which makes possible to determine the integral index, i.e. obtain quantitative characteristics of effective integrated provision of economic security of transport engineering, can be used for the development, clarification and / or correction of tactics and strategy in the integrated economic security of a particular company.

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INTELLECTUAL POTENTIAL AS CONSTITUENT OF PROVIDING OF INNOVATIVE DEVELOPMENT OF COUNTRY

Today, there is a little pace of innovation and reducing the potential of Ukraine as a competitive state due to the availability of raw materials and low-tech industries. Given the importance of the innovation factor for the effective functioning of the economy and lack of human resources competence in the field of innovative development, is developing and implementing appropriate and specific measures to stimulate relevant processes should become a priority national interest.

The basis of the formation in Ukraine innovative type of development, based on intelligence and information technology production, is human capital.

Formation of innovative potential of the enterprise should take into account the financial, intellectual, organizational, administrative and information-methodical potential of the company, which in turn will affect the motivation of labour, production standards, creating favourable conditions for change in social relations both in the state and the enterprises in particular.

At the same time, years of reformation of Ukraine's economy domestic science came under the influence of negative factors that impede the development of technical and economic progress, in particular, this – low innovation favourable industry of Ukraine, which is manifested in the limited demand for

domestic enterprises and scientific research results technical activities, insufficient government funding of research and development; low socio-economic attractiveness of researchers in public institutions, and physical obsolescence of the vast majority of logistics research institutions.

Thus, according to the world rankings and statistical indicators on education, science, innovation Ukraine does not show the best results.

Therefore, the country education and innovation should be one of the most important areas of development in the long run the country, its potential and competitiveness in today's world, the level of development of the country depends on the level of innovation, since the introduction of the latest in a market economy is one of the most powerful levers of competition and growth of enterprises. This innovative way of development will stabilize and develop business activity, will provide Ukraine with rightful place in the international community and a way out of the crisis.

However, the corresponding state is impossible without the development of their own intellectual capacity, which today in modern terms is an important factor in ensuring innovative development combined with effective and efficient financial, economic, legal measures by the state.

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EFFECTIVE MANAGEMENT OF ENTERPRISES' MARKETING-MANAGEMENT RISKS

Category and essence of concept «risk» is stipulated by certain properties: vagueness, because a risk arises up in connection with certain events; loss, because a risk can cause a negative result; the existence of situation development analysis, the quality and quantitative estimation of risk origin and possible negative consequences in the future; a competition subject belonging. Taking into account risk properties it is possible to assert that a risk is a description of result, which has indefinite character, because of possibilities of negative consequences offensive, however it can be count up.

The marketing–management system realization of the agroindustrial complex enterprises is based on such tasks: task of implementation; task of management; conceptual tasks. Basis for the management tasks is used

to be indexes, which provide realization of quantitative and quality aims. An agroindustrial enterprise can hold on aims formation and drawing taking into account such alternatives: integrated development – in the direction of vertical or horizontal integration; diversified development – in the direction of the concentrated diversification, horizontal diversification, and conglomerate diversification.

Consequently, an effective risks management of marketing–management of agroindustrial enterprises become a source, which is able to provide effectiveness of agroindustrial enterprise marketing – management system functioning through the exposure of sources of risks origin, estimation and search of ways of levelling of different types of risks, in the process of management system formation.

SECTION 5. DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

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CLUSTERS AS THE OPTIMAL FORM OF TOURISM INDUSTRY

The article analyses the influence of geographical location on development of the tourism complex and the transport system.

Possibilities and issues of developing the tourism complex and the transport system are investigated. According to the modern tendencies of international development, Ukraine's territory has the potential to become a hub of economical and transport connections.

Ukraine's physical-geographic location is advantageous for developing recreational-resort activities.

The modern state of business activity in the touristic sector leads to a necessity of using the latest instruments for ensuring the development of the businesses' intellectual capital.

To assure faster and higher-quality development of the touristic and transport complexes the possibilities of creating clusters can be explored. The main aspect of the clusters' existence in the country will be increase in the economic competitiveness of the territory, creation of new workplaces for people and general increase in life quality. The cluster model's efficiency is achieved through innovations, increasing mutual aid, mix of cooperation and competition and rise in the exchange of information, knowledge, new methods. Such innovations are necessary in Ukraine, and it is necessary to investigate all aspects and possibilities of their creation as soon as possible as well as development of already started cluster model projects.

SECTION 6. ECONOMY OF NATURAL RESOURCES MANAGEMENT AND ENVIRONMENT PROTECTION

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METHODOLOGICAL PRINCIPLES OF DETERMINING THE TAX AND ENVIRONMENTAL FEES FROM WATER USERS OF BLACK SEA REGION

Development of modern society is based on intensive use of natural resources, which leads to technological changes in the environment that have negative environmental and socio-demographic consequences for society and Ukraine. Deterioration of health and relatively short life of citizens in Ukraine compared with European countries are directly related to environmental pollution and poor level of ecological safety of human life.

The paper evaluates the use of tax instruments and methodical approaches to improving of fiscal management of water resources to attract the Black Sea region to compensate the public for damage inflicted by their activities.

It is found in the study that water is a market commodity, which price should take into account environmental damage of aquatic

ecosystems as a result of selection and water pollution, salinization, inundation and waterlogging of land adjacent to the transportation channels, etc., and the establishment of the basis of fair market relations between its suppliers and consumers.

The algorithm for determining the value of water North-Crimean channel for consumption or use with special regard to environmental tax is carried out in three stages: 1) scope and terms of water use block-based progression system; 2) determining of the environmental tax; 3) determining of the market value of water component. The use of this algorithm will determine the environmental tax at the level corresponding to the actual volume of water use and identify particular setting of its size depending on the performance (or not) of conservation measures.

SECTION 7. MONEY, FINANCES AND CREDIT**Volkova O.H.**

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SOME ASPECTS OF EXCISE TAXATION IN UKRAINE

The article is devoted to excise taxation in Ukraine. It was established that intensification of tax policy transformations in the field of excise taxation in Ukraine is a modern European trends. Due to excise tax the state is provided by more than 10% of revenues. The growth of revenues from excise tax is provided, primarily, by increasing its tax rates. It is established that on the background of increasing tax rates on tobacco products in the last five years 2 times, and the minimum tax obligations by almost 2 times, revenues from the excise tax in the Consolidated budget of Ukraine for these products grew in 1.5 times. Taking into account the requirements of the EU legislation in the field of excise taxation, the growth rate of value added tax in Ukraine is an undisputed term. However, it should be recognized that fiscal efficiency of excise tax only by increasing in its rates causes the opposite effect and leads to the growth of the shadow turnover of excisable goods, the reduction of legal production and consumption volumes.

The work systematizes the main innovations in the administration of excise tax in two directions: strengthening fiscality of excise tax and strengthening of tax control over excisable goods. The directions of control of the State fiscal service of Ukraine in the sphere of the excise taxation are focused on the actual control over production, trafficking and sale of excisable goods. Discussed administration of the excise tax: shadow market of excisable goods (production, sales, smuggling), and misuse of excisable goods under the preferential taxation, undue tax benefits, which lead to budget losses. It is found that increasing the fiscal efficiency of the excise tax may account for the improvement of procedures for its administration: simplification of tax procedures to taxpayers, establishment of economically justified tax benefits and control over their target use, the introduction of e-document flow in the process of administering the excise tax.

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METHODICAL APPROACHES TO THE CHOICE OF MARKETING STRATEGY FOR MODERN UKRAINIAN BANK

The article is to develop a methodical approach to the choice of the bank marketing strategy in terms of complicated and dynamic external environment.

The paper investigates methodological approaches to the choice of bank strategies in a competitive environment that is still increasing.

The comparative analysis of the dynamic capabilities of a number of Ukrainian banks with the market development data using a four-figure indicator, which includes formal estimates of production capacity, financial capacity, diversification of income and competitive position of a particular bank, is made.

The estimation of dynamic indicators performance of 20 Ukraine banks is carried out. According to the results obtained, the strategies used by the banks from the analyzed sample are determined. The recommendations for improvement of Ukraine banking are given.

According to the high level of competition in the banking market of Ukraine the application of the integrated marketing strategy is recommended. The main principles of its implementation are the following: use of the most marketing tools and the number of channels to attract customers, regular testing of the chosen set of tools and channels, regular analysis and total presence (total distribution).

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TAX REGULATION OF INVESTMENT ACTIVITY OF ECONOMIC ENTITIES

The problem. Nowadays a very accrual problem of Ukraine is creation of such tax system that will promote economical growth, that is, it will stimulate investment processes in the country. Investment resources of enterprises are not enough to provide necessary transformations of the economy. Till recent time financial resources of the households were considered to be quite powerful investment resource. However, households, as any investor, orientate themselves for the investment climate in the country and for the work and stability of the financial agents in the investment market. That is why, for now, under conditions of economical crisis, financial uncertainty, and war conflict issues of the indirect influence of the state on the investment activity of all economical entities – participants of the investment process – acquire especial actuality. One of such methods of indirect influence of the state is the technique of tax regulation of investment activity of economic entities.

Aim of the article is to define role and place of tax regulation in the activation of the investment activity of economic entities under the present conditions of Ukrainian economy development.

Methods of research. In the investigation of such methods are used: systematic approach to examine the tools of tax regulation of investment activity of economic entities, statistical – for the analysis of the structure of Ukrainian investments in the gross fixed capital according to the sources of financing; dialectical method – for the material generalization and substantiation of the results of the research and concluding.

Results of research. Analysis of the structure of Ukrainian investments in 2007-2015 into the gross fixed capital according to the sources of financing is performed. Analyzed the approaches to the understanding of the concept of tax regulation of investment activity of the economical entities and it is offered to consider it to be an element of the system of state management of investment activity, which is aimed at increase of investment activity of all economical entities and improvement of investment climate in the country and which is realized with the complex of tax tools. Classification of tools of tax regulation of investment activity is generalized. Advantages and disadvantages of active and passive tools of tax regulation of investment activity are studied.

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INTERNAL AUDIT PLANNING IN CENTRAL EXECUTIVE AUTHORITIES

The research goal is the assessment of internal audit planning and execution plans in the public sector Ukraine to establish the impact of the financial control of the state economic security.

The article reveals the essence of internal administrative audit. Internal Administrative Audit – a set of expert-analytical, evaluation, verification and other forms of control measures to control the activities of the object and its officials associated with the adoption of their management decisions and performance of functions under the legal, administrative prescribing other acts and departmental documents for determining the efficiency of the administration or control facility and make recommendations to improve management processes, depending on the nature of the identified problems.

The interrelation between internal audit in the executive branch and the level of economic security is considered. It is proved

that the implementation of internal audit in the executive branch will facilitate efficient and rational use of appropriations, which are received from the budget, and prevent cases of illegal and inappropriate use of public funds. Indicated the need for effective planning of internal audit in public administrations.

The main negative aspects of internal audit are executive. The main negative aspects of internal audit in the executive branch include: lack of auditing part of the control measures. Internal audits were carried out only in a manner similar to audits and inspections of financial and economic activity, and limited set of descriptive information; during internal audits there are not always determined causes of systematic violations and mechanisms to prevent and avoid in the future. In addition, the recommendations do not contain precise algorithms of their implementation and expected results of the improvement of the audited entity.

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**EUROPEAN PRACTICE OF HUMAN DEVELOPMENT PROMOTION:
TAX ASPECT**

In the article the peculiarities of personal income tax levying in the EU member states are investigated in the aspect of human potential development promotion. The personal income tax is proved to have a great impact on human development since the income at the person's disposal after taxation depends on the mechanisms of personal income tax levying. The system of income tax levying in the EU member states provides mostly tax decrease taking into account the income tax benefits determined and the assignments permitted. The tax free personal allowance in Ukraine belongs to such assignments. In Ukraine the sum of 17 UAH is applied according to the Tax Code, while in the EU member states the personal allowance corresponds to the real living wage for human's living and proper nutrition. The personal allowance rate may vary depending on the prices level and the economic development of each country, but there is a common

principle, according to which the incomes that do not exceed the living wage rate cannot be a subject to income tax. Moreover, in most EU member states the family taxation is successfully used allowing to levy the income tax more rationally and fairly taking into account the peculiarities of household activity –number of children, their age, number of breadwinners and costs influencing all family members life. Besides, the family discounts, discounts for children and dependents, contributions to social and insurance funds make an influence on personal income tax payments. In the EU member states the income tax payment can be made by the spouses as a whole as well as by the each family member separately. In these countries the system of tax benefits is operating, and it is an important part of life for families having the low incomes level and only one breadwinner that maintains the possibilities for human development.

SECTION 8. ACCOUNTING, ANALYSIS AND AUDIT

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EVALUATION AND PROSPECTS OF FOREIGN EXPERIENCE IMPLEMENTATION IN THE NATIONAL ACCOUNTING SYSTEM

Problems of accounting in Ukraine are studied. Benefits of Canadian accounting and reporting are analysed. We believe that the experience of accounting system in Canada can be an example for Ukraine. Advantages of accounting and taxation in Canada include: approved strategic plan for accounting in Canada 2011–2016; free Internet access to main indicators of financial system; a lot of corporations prepare non-financial statements (using Global Reporting Initiative Standards); choice to choose software of various IT-companies; accounting training at the university (student's use fake accounting, which is very important for their future practical job).

Advantage of these standards is that they are approved every 5 years. That's why accountants have enough time to read and

use them at their practice. In Ukraine, the constant changes in the legal framework leads to the situation that accountant needs to read a lot of accounting journals in a short time or mistakes can be made. It means that it's very difficult to conduct strategic accounting at the level of government and at the enterprise level. Thus financial results can't be predicted or even lead to additional costs or losses. To improve the accounting of foreign investments we offer: 1) at the state level: to adopt the strategic development plans; reduce the number of taxes; cancel centralized Chart of accounts; 2) at the enterprise level: every accountant should take part in the formation of a strategic plan for the company, in order to develop strategic accounting; to show separate financial statements data at the site of own company.

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CHARACTERISTICS AND ANALYTICAL POSSIBILITIES OF REPORTING ON PAYROLL PAYMENTS AT STATE-FUNDED ORGANIZATIONS

Today at the forefront of rebuilding salary related reforms with a view to the gradual increase in wages and the creation of an effective motivational mechanism, based on a combination of economic incentives and social guarantees. However, despite the significant socio-economic importance of reporting on payroll payments of state-funded organizations, these issues were almost completely ignored by scientists. The reason for this is tough regulation of assembly techniques, forms and terms of reporting of state-funded organizations. Therefore, in our opinion, attention is deserved by the research content of reporting forms for wages of state-funded organizations to establish duplication performance and assessing their analytical capabilities.

The feature mapping calculations of wages in state-funded organizations reporting is that this information is revealed in all its forms: financial, budgetary, tax, statistical and special. As a result of the study reporting wages of state-funded organizations, it is found that reporting forms differ in performance, level of detail, and provide informative information needs of different users, allowing complex, with all sides characterize the payments of wages in the organization.

Content analysis forms regulated reporting on payroll payments shows that:

- most of them are aimed at meeting the needs of external users that mainly are fiscal and control functions;
- reporting forms significantly differ in difficulty level techniques (number of indicators report, need for additional processing parameters);
- different degree of formation of information base for reporting (information can be obtained using system approach or additional samples of accounting registers and processing are necessary);
- various analytical capabilities of reporting forms (they vary in terms of the tasks of economic analysis to assess the timeliness of calculations of remuneration of labour, its efficiency, productivity, etc.).

The key of qualitative economic analysis is formed knowledge base, the list of which should consist of both financial and non-financial data affecting the institution, but remain outside the system of accounting. Given the branching indices of various reporting forms of remuneration provided for in the article, recommendation report forms communication priorities of economic analysis that will simplify the search for information and analytics necessary to reduce labour input of analytical calculations. In addition, each subject given the specificity of the public sector functions, strategic objectives, etc., has to form the respective information base and tools for economic analysis.

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DETERMINING OF THE MAIN OBJECTS OF ACCOUNTING IN A MODEL OF INVESTMENT AND INNOVATIVE DEVELOPMENT OF ECONOMY IN UKRAINE

Determined that the main directions of the goal model of investment and innovation development of Ukraine should be: upgrading the fixed assets of enterprises, institutions, organizations, residential and non-residential assets etc.; introduction of advanced production technology and resource products (services); expand production of traditional products (services) produced in the country; development and manufacture of innovative products (services).

The study proved that scientists classify different major accounting items that require accounting and analytical mapping and improving processes to enhance investment and innovation development of economy of Ukraine.

Proved that the conduct of investment and innovation activities requires quality information support at all stages of implementation. Improving the accounting model of investment and innovation development of economy of Ukraine needs to be imple-

mented to the accounts, the accounting records and financial statements can be presented: restructuring industrial complex; advanced elements of the fifth technological structure; introduction of energy, energy saving technologies; new forms of capital; new forms and types of export and import goods; negative environmental impact of domestic enterprises on the environment and uneven environmental load; use of human and natural resource potential; results of the information and communication technology, bio- and nanotechnology and more.

Determined the main items of business enterprises accounting, which should take place through investment and innovation development of Ukrainian economy: investments; innovation; fixed assets (including the process of reproduction, improved and efficient use); intangible assets; intellectual capital; economic activity of enterprises of Ukraine at the international level.

SECTION 9. MATHEMATICAL METHODS, MODELS
AND INFORMATION TECHNOLOGIES IN ECONOMY

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**COMPETITIVENESS OF RESORT-RECREATION SYSTEMS
IN THE CONDITIONS OF INNOVATIVE-INVESTMENT DEVELOPMENT**

The article investigates the problem of raising the competitiveness of the national resort-recreation complex. Important factor of its functioning in connection with transition to market economy was the situation, when the enterprises entering it have appeared in the conditions of rigid competitive fight among themselves, and also with the foreign companies. Such competition demanded from them high-quality transformations and essential changes in the organization and management of activity. Thus, there was a need for development of the corresponding methodologies based on modern concepts of transformation, and, first of all, methods of system modelling of economy, which would provide market orientation both territorial and national resort-recreation complex.

In the work conceptual approach to systems management by competitiveness of a resort-recreation complex in the conditions

of innovative and investment development is offered. It allows investigating of some possible scenarios of its improvement and a possibility of management to change these scenarios by change of system parameters. The model of forming of high competitiveness level by the choice of a set of alternatives by criterion of competitiveness is constructed. In their quality concrete levels of development of adaptability and innovation are used.

As a methodology of researches, the methodology of the system analysis with the subsequent computer analysis of results is used. The analysis of model by methods of computer modelling shows an opportunity to receive various scenarios of competitiveness development, which allow developing of strategies of competitiveness management of both regional and a national resort-recreation complex, and also the script of system transition from chaos is shown.

NOTES

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