

**MINISTRY OF EDUCATION AND SCIENCE OF
UKRAINE**

**CENTRAL UKRAINIAN NATIONAL TECHNICAL
UNIVERSITY**

FACULTY OF ECONOMICS AND MANAGEMENT

Department of Economics and Entrepreneurship

Department of Economics, Management and Commercial Activity

**ACTUAL PROBLEMS
OF ECONOMY AND BUSINESS**

Abstracts of the materials of all-ukrainian scientific conference:

English speaking scientific round table

November 22, 2016

Kropyvnytskyy – 2016

UDC 658
LBC 65.29

Actual Problems of Economy and Business // Abstracts of the Materials of All-Ukrainian Scientific Conference of November 22, 2016. – Central Ukrainian National Technical University. – Kropyvnytsky: Publications Unit of CUNTU, 2016 . – 104 p.

Recommended for publications by Board of Studies of Central Ukrainian National Technical University (minutes of the meeting №3 of 28.11.2016.).

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The Collection of Abstracts presents published abstracts of the participants of the English speaking scientific round table "Actual problems of economy and business" which took place in the frames of the all-ukrainian scientific conference "Actual Problems of Economy and Business" organised by Department of Economics and Entrepreneurship and Department of Economics, Management and Commercial Activity of Central Ukrainian National Technical University (November 22, 2016, Kropyvnytsky).

For lecturers, post-graduates, students of economic specialties of universities. The abstracts may be useful for entrepreneurs, business people and managers of companies and organisations.

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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**ЦЕНТРАЛЬНОУКРАЇНСЬКИЙ НАЦІОНАЛЬНИЙ
ТЕХНІЧНИЙ УНІВЕРСИТЕТ**

ФАКУЛЬТЕТ ЕКОНОМІКИ ТА МЕНЕДЖМЕНТУ

Кафедра економіки та підприємництва

Кафедра економіки, менеджменту

та комерційної діяльності

**АКТУЛЬНІ ПРОБЛЕМИ
ЕКОНОМІКИ
ТА ПІДПРИЄМНИЦТВА**

Матеріали всеукраїнської наукової конференції:

англомовний круглий стіл науковців

22 листопада 2016 р.

Кропивницький – 2016

УДК 658
ББК 65.29

Актуальні проблеми економіки та підприємництва // Матеріали всеукраїнської наукової конференції 22 листопада 2016 р.: англomовний круглий стіл науковців. – Центральноукраїнський національний технічний університет. – Кропивницький: РВЛ ЦНТУ, 2016 . – 104 с.

Рекомендовано до друку Вченою радою Центральноукраїнського національного технічного університету (протокол №3 від 28.11.2016 р.).

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У збірнику опубліковано тези доповідей учасників англomовного наукового круглого столу "Actual problems of economy and business", що відбувся в межах всеукраїнської наукової конференції "Актуальні проблеми економіки та підприємництва", організованої кафедрою економіки та підприємництва та кафедрою економіки, менеджменту та комерційної діяльності Центральноукраїнського національного технічного університету (22 листопада 2016 року, м. Кропивницький).

Для викладачів, аспірантів, студентів економічних спеціальностей вищих навчальних закладів. Може бути корисним для підприємців, бізнесменів та менеджерів підприємств та організацій.

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SECTION 1 SCHOLARS' REPORTS

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THE INTEGRATION OF UKRAINE INTO THE EUROPEAN UNION

One of the potential factors, which promotes relations between Ukraine and the leading states of Western Europe and Ukrainian integration into European structures is a "strategic openness" of both partners. Both Ukraine and European community form the development strategies, trying to determine their specific roles and models of survival in the future. This search for identity in rapidly changing environments enable partners to participate actively in defining the objectives and priorities of each other [5].

However, strategic openness and geopolitical uncertainty can become barriers to the integration of Ukraine into European community.

So, to optimize the policy of integration to the west it is necessary to take advantage polyarch model, which prevails in relations of Western Europe. Now I will tell you about this model. The essence of the model is that integration in the region is closely connecting with the processes of decentralization and regionalization. Besides between EU countries relations, defined and formed not only by state bureaucratic institutions or bodies of the Union. Contacts between individuals, non-governmental organizations and institutions, direct connections between regions (federal states, provinces) of different countries gain more and more weight [6].

It is important for Ukraine, when formulation strategy of foreign policy would be to take into account the fact that, despite longstanding cooperation, states of Western Europe did not solve the problem of delegation of state powers to supranational structures. It most clearly seen in the twists and turns of the formation of Common Foreign and Security Policy of the EU, in discussions about defense policy and creation European army. This contradiction will probably never find its complete solution within the EU [7].

Therefore, European integration for Ukraine takes the form of a balance of national interests of individual states, and relations between state and supranational structures, which becomes one of the factors accelerating the integration process.

Moreover, Ukraine should be use the experience of EU Member States - in defending its national interests, in search for mutually acceptable compromises and so on. Relations with the countries and institutions of EU must not becoming Ukraine "game to one gate," when one party imposes its own recipes and other scenarios to the other [8].

Integration processes in Western Europe have never been the subject of short-term political speculation and maneuvering, they are the issues of strategic importance. But in Ukraine we often the opposite: integration becomes declarative notion it is used as a tool of political struggle, but it is not a conscious strategic priority. Using slogans

of European integration only as trump cards in the domestic political game and as means of obtaining regular portions of international assistance will push away Europe from Ukraine, and make Ukraine less even attractive to Western capital [1]. I also want to emphasize that despite the declarations of geopolitical importance of targeting to European states and structures, Ukraine has not developed a viable strategy for European integration on the basis of bilateral connection [11]. Trying to make it in all areas of integration, Ukraine scatters intellectual and material resources, often resolves minor problems, leaving really important areas without due attention and resource support. In other words, the Ukrainian policy towards Western Europe and the European institutions are too broad and unstructured to be effective [2].

The extensive approach to integration and bilateral relations (when the number of events, trips and visits, signed agreements obscures their practical impact when political symbolism distracts from constructive and useful cooperation) must be changed for intensive approach. It is possible to start such be several priority areas:

1. Creation of National Strategy for European integration. Such a strategy could become plan that clearly defines the powers and responsibilities different organs, their accountability and so on [9].

2. Achievement of common values, norms and principles of internal political and social life of Ukraine with the norms and principles of the European community. In this regard, we can talk about:

- democratization of decision-making;
- achieving national political consensus on key areas of Ukrainian European policy;
- Encouraging broad educational campaign for pupils and students aimed at explaining the benefits and necessity of integration into the European community;
- establish youth exchange based on existing European models;
- development of state policy, which concern training of Ukrainian students / professionals abroad to accumulate competitive nation's intellectual potential;
- organization of coordinated long-term "advertising euro campaign" that a skilful use laws would explain the society advantage and inevitability of integration [3].

3. Searching for a strategic partner among European countries. It is ironic, but the chief lobbyist of Ukraine in Europe, especially in the Euro-Atlantic structures is the United States. However, taking into account the growing political and economic influence of the EU in the world, the desire of Europeans to take the lead part in solving the problems of security of Europe, the development of a conflict of interests between the European Union and the United States, the American will support soon cease to meet the key needs of Ukraine in Europe. "Europeanization" of Ukraine could begin in the areas of:

- intensification of political cooperation with Western Europe, the establishment of large-scale dialogues of experts and scientists who would contribute to the convergence of political elites of Ukraine and Western Europe;
- active participation of Ukraine in the discussions about new Strategic Concept of NATO and NATO's role in Europe with emphasis on strengthening European wing of the Alliance;
- deepening regional cooperation and leadership in the effective settlement of regional conflicts;

4. And the fourth area creating conditions for foreign investment. This direction will the most obviously require effort, since it deals with fundamental changes in

Ukrainian economic life. As long as such conditions are established, it would be necessary to consider measures to prevent abuse of officials, who serve foreign investment in Ukraine [4].

Also, Ukraine could actively engage in strategic European projects such as, for example, "trans-European network." The Federal Republic of Germany, which has a vital economic interests in Central and Eastern Europe would become the strategic investment partner Ukraine [10].

So, the level and intensity of cooperation between Ukraine and Western Europe is an integral factor, which shows the willingness of political leadership of the country to continue the policy of European integration, pursue economic and political reforms to implement the democratic norms and principles.

It is also important to turn cooperation with Western European countries into effective means of providing a one of the most important national interests - survival in a competitive international environment and the welfare and safety of the people.

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THE SHADOW ECONOMY IN UKRAINE AND CONSEQUENCES

The so-called shadow economy has existed and, probably, will remain an element of all of the countries with a market economy. Its scale can differ but no country has succeeded in completely eliminating it. Similarly, to crime, the scale of the phenomena can be reduced; however, its elimination is almost impossible. The shadow economy is known by many names such as “against the law, illegal, hidden”; however, these do not change an essence of this phenomenon. The shadow economy includes hiding revenues, tax evasion, smuggling, drug trafficking, fictitious financial operations and others. Revenues from these activities are grandiose, estimated at tens of billions of dollars; however, actions uncovered by law enforcement are only the tip of a giant iceberg, the sheer size of which nobody is able to assess.

Shadow economic activity is a complex and multifaceted phenomenon, which exists and develops in any socio-political environment. This creates a view that shadow economic activity is a consequence of state control in the economic sphere. In domestic and foreign literature there is, currently, no clear commonly-accepted definition of the "shadow economy" phenomenon. A set of descriptions is used to define it: underground, secondary, unrecorded, destructive, informal, criminal, etc [3].

Ukraine's economy is in the transition period of forming the market environment. Imperfection of legislature and the remnants of the former command-administrative system have given rise to the phenomenon of "shadow" economy, the large scale of which poses a threat to the economic security of the country. Economic downturn and rise in social tensions can be explained as such influenced by the shadow sector.

In 2008 the level of shadow economy of Ukraine increased by 2.3 percentage point and reached 31.1 % of GDP. In the judgement of the Ministry of Economic Affairs of Ukraine (hereinafter — the Ministry of Economic Affairs), the heavy increase of shadow sector took place in the second half of the year, as in the first half of the year the level of shadow economy decreased up to 28 %. As a whole, the level of shadow economy has been decreasing since 2004 when it amounted to 30.7 %, and its current rate became the maximum rate since 2001[1].

The economic crisis caused as well the change of shadowing leading branches. If in 2007 the services sector was the most shadowy, in 2008 – it is the industrial sector. The Ministry of Economic Affairs owed the decrease of shadow operations in the real estate sector (from 39.1 % up to 28.5 %) to the reduction of the operations quantity, and in the financial sector (from 31.3 % up to 20.1 %) - to the loss of confidence of the citizens in the banks. The increase of shadow operations is fixed in the mining (up to 42 %) and processing (up to 35.3 %) industries. Amidst the worsening of global conjuncture, the enterprises started pre-stocking supplies for existence by concealment of a slice of the profits. The highest level of shadowing is fixed in the manufacture of coke and refined petroleum products (45.1 %), in the light (42.9 %) and food (40.8 %)

industries. A shade less is the level of shadow operations in the metallurgy (39.3 %) and engineering (36.2 %) industries [1].

In the first quarter of the year 2015 the level of shadow economy increased up to 47 % of the volume of legal Gross Domestic Product (GDM). It is said in the report of the Ministry of Economic Development that was released to public on Friday, August 14. It is said in the report, “At the beginning of the year 2015 amidst the expansion of price and devaluation shocks, the escalation of military conflict there was observed the further apparent increase of shadow economy, that began in 2013. In accordance with the sample calculations of the Ministry of Economic Development in the first quarter of the year 2015 the level of shadow economy in comparison with the relevant period of the year 2014 increased further by 5 p. p. (percent point) up to 47 % of the volume of legal GDP.”

In the Ministry of Economic Affairs, it was noted that the business entities concealed a slice of their profit owing to economic and political situation in the country. It was specified in the Department, «The loss of faith of the economic entities in improvement of the economic and political situation in the nearest future caused them to make heavy use of the schemes of concealment of a slice of the profits, including such as: expanding of unprofitability and defaults in payment in the economy» [5].

Shadow economy in Ukraine is not an isolated phenomenon but a result of a systemic crisis of the economy. In the transition from socialist forms of organization to market economy there was a restructuring of the informal sector, large-scale development and adaptation to new conditions of social existence. Shadow economy in Ukraine has increased dramatically in all spheres of economic activity. The most corrupt institutions and organizations of the state traffic Inspectorate, customs, police and tax inspection [4].

In Ukraine and the Verkhovna Rada and the Government crossed the line of optimality, because today all businesses are forced to pay in taxes 70-80% of their income and, additionally, the accrual of wages and the cost of production, which ultimately far exceed the total income. This has a negative impact on the creation of one of the main elements of the functioning of the enterprise - yield, the only factor that can ensure and its development. As a result, there is an increase in non-payment, delays occur in the payment of wages, dramatically increased barter transactions. Such distortions in the economy cannot occur without leaving a trace for entrepreneurs and for the state, especially considering that the legislative framework of the state provokes the desire of the majority of taxpayers to back away from exorbitant requisitions. Analysis of the GDP reveals significant shortcomings of this process, because as the tax burden increases, the tax component of filling of the budget decreases, which indicates the violation of the optimality level.

Overcoming the shadow economy leads to the compliance following rules:

- change public policy
- reduce costs and increase business profitability
- increasing cost of workforce;
- the fight against corruption,
- ensuring a transparent environment and harmonization of economic interests of different economic actors,
- the introduction of mandatory justification of source of funds when buying property, land and other valuable assets

- improving the efficiency of state regulation of economic and financial activities of business entities,
- reduction of taxes and others [3].

Thus, based on the abovementioned, it is reasonable to pose a proposal to develop an integrated mechanism of legalization of shadow economic activities with a focus on creating attractive conditions for their return to the legal field of the state.

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CONCEPTUAL BASES OF FORMATION THE COMPETITIVENESS OF THE HUMAN RESOURCES

In spite of the systemic crisis, which describes the modern stage of the development the national economy, educated people are steady competitive advantage of Ukraine. That's why, their using, development and ensuring competitiveness should be a priority in the social-economic development of the country. One of the administrative aspects of competitiveness of the human resources is an approach of formation the strategies that involves the formation of goals and the action for achievement them. In Ukraine the competitiveness of human resources issues are the part of the national sustainable development strategy and regional development strategies, but specialized strategy does not exist.

Under the strategy of ensuring of competitiveness of the human resources, we understand a set of measures which are aimed at dynamic growth of competitiveness of human resources, including their demographic, educational, professional, motivational, intellectual, creative, cultural, spiritual and informational potential [1]. The main goals of the strategy is an increasing the competitiveness of the human resources by enlarged their opportunities and formation of competitive advantages, motivation and activation of human resources for self-realization.

The main points of strategy the competitiveness of the human resources should include:

- motivation is the formation of motives, incentives and activity and the enlarged opportunities of human resources;
- development of infrastructure components is the creation of conditions that promote to the enlarged opportunities of human resources;
- the activity of human resources is the activation of human resources to the using of the environment and development their potentials [2].

The main function of the motivation is a desire of human resources for self-improvement and development, active citizenship by meeting the financial and non-financial needs [3].

That's why, the main components of the motivation are:

- economic, psychological and social motivation of employees;
- guarantees to employers;
- the responsibility of the participants.

The immaturity and poor efficiency of the infrastructure and its components lead to falling in development and absorption of new ideas and technologies, the weakening economy and the manufacturing process attribute undeveloped civil society, which is caused by destabilization of society. Infrastructure environment must not be built new, it must be socialized and concentrated on innovation [4]. The priorities in this area are:

- 1) structural shift in the economic system of innovation and implementation of innovative economic instruments;

2) development of public awareness through national idea and protectionism.

Changes in the environment and social ideology should be the same. Information space should be build on the ideology of national identity, promoting national production, human activity, responsibility and development, culture and healthy lifestyles.

Active involvement of human resources in social processes is another component of ensure their competitiveness. In particular, it applies to support demographic, educational and professional characteristics. The main direction is the demographic component of health care. Health human resources are the important resource for all levels of society, as its effective using increases the personal capabilities of human resources.

The key elements of the educational and professional direction that affect on the activity of human resources is education, training and mobility. Support and the qualitative changes of the human resources in creasethe access to qualitative education. Specific components of the strategy are determined with the characteristics of the region. An effective model of management and funding in the ensuring of competitiveness of the human resources is a combination of market and state mechanisms. The current system of interaction should be updated according to the shape and extent of state involvement in different types of programs and opportunities. The market provides active management of human resources and encourages them to enter on the labor market and capital [5]. The audit of application of the strategy and the effectiveness of it's application must be performed at all levels of government in partnership with business and non-governmental organizations.

It can be concluded that, we'll achieve the strategic goals the ensuring of competitiveness of the human resources and economic development of the region if we create a favorable environment for motivation of these resources and ensuring of human activity.

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THE FEATURES OF REGION'S SOCIO-ECONOMIC DEVELOPMENT

At the present stage the socio-economic development of national economy in Ukraine is impossible without taking into account territorial features, in particular, the strengths and weaknesses of the regional economic systems functioning, favorable and negative trends in the regions' development. This is due to the presence of significant differentiation in the necessary economic and social resources' provision.

It is at the level of regions where the issues of reproduction of productive forces are solved, projects for socio-economic development are implemented, key social needs of the population are satisfied, and the indicators of regional economic development represent the criterion for determining the level of economic development of the state as a whole. Therefore, the basis for theoretical and methodological aspects of the regions' development management in Ukraine, as well as identifying features of their development become extremely important scientific and practical tasks, and through it the issues related to the definition of problems and studying the prospects for the regional socio-economic development in our country are relevant and rather timely.

The study of regional policy and the regional differentiation of development is represented in various studies of Ukrainian and foreign scholars, among which we should highlight the developments of M. Butko [1], Z. Varnaliy [2], V. Geyts [3], N. Dolishnii, B. Cliyanenko [4], E. Libanova [5], D. Stechenko [6]. In these works the basic and applied foundations of the study of territorial peculiarities' development are formed, as well as development and implementation principles of state regional policy. However, a significant number of publications on territorial differences in socio-economic development of the regions confirms the relevance and need for further study of the question.

The unevenness in the regional development increases the scientific interest in the field. Starting from the consideration of the region as a structural unit within economic geography, based on process, comprehensive and systematic approaches in the implementation of relevant studies, the researchers take into account both the multidimensional nature of the category of "region" and use an interdisciplinary approach that determines the consideration of regional development from different points of view, namely the economy, state and regional government, regional policy and regional management.

So, almost all areas of regional development become the subject of scientific cognition, but not all of them are studied. The fact that the development of science is accompanied by the emergence of new knowledge, methodology improvement, the emergence of the latest research methods, which necessitates the emergence of a new paradigm of regional science. In our opinion, such vision of the ensuring socio-economic regional development can be formed in the result of the contradictions' studying and addressing the problem through the prism of efficiency in the context of regional development.

The need to study the socio-economic development of the region (oblast, city, district) substantiates the following problems and inconsistencies: a number of

interrelated problems of regional socio-economic development that arise between productive forces and obsolete forms of economic organization, production and consumption, the contradiction between strengthening the traditional model and full-scale update of the regions ("pseudomodernism"), between the antiquated distribution of productive forces and its formation in modern conditions (in the framework of the administrative reform), between the inertia of administrative-territorial division and new territories and enterprises, processes of centralization and decentralization (the need for "new regionalization" concept which is absent), between the levels of development of regions, as evidenced by the variation of the gross regional product, between the trends of globalization and cross-border cooperation.

All this determines the need for adjustment, improve the economic complex of each region in terms of social and economic orientation of regional economy development; the growing need for detailed information on technical, economic, social and environmental opportunities of the relevant territories.

Among the main problems of the regional economy in Ukraine there are the following: imperfection of the regional development concept; minor level of competitiveness of regional economies; strengthening of disproportions of regional development; unfavourable conditions for the development of human, intellectual and social capital, the chaotic nature of the investment processes at regional level; lack of effective infrastructure for the implementation of the regional economies`complex structural transformations.

This is due to decrease of innovative potential development of the regions; commodity specialization of production; decline in the ability to reproduction of capital in priority sectors; strengthen the asymmetries in regional labour markets; decrease in tax base due to the decline of business activity; reduction of the social sphere financing; the deterioration of the demographic situation.

The main problems of regional economy solving should begin with a consideration of the concept of regional development essence in order to suggest possible ways of its improvement. The purpose of this concept is the formation of mechanisms, which, in the opinion of the authors, need to respond flexibly to possible changes in society. There are certain stages of development and specific tasks that should ensure effective use of the potential of the region to increase gross regional product (GRP), thereby providing regional input in the formation of the national income.

In order to improve the concept of socio-economic development, it is advisable to provide the description of existing concepts in the framework of paradigms which are in the process of evolutionary change.

Thus, sustainable socio-economic development of the region depends on a competent, balanced management action both at state and at regional level, on achieving the balance of interests between national and regional policy, on professionally developed strategy of socio-economic development of the region and the formation mechanism of regional socio-economic development management, providing conditions for its effectiveness and achieve the expected effect from its implementation.

The mechanism should be built on the concept, based on tools in the form of laws, regularities, principles, methods and functions. Additionally, it is necessary to implement the path tracking which should have a positive impact on regional development, since the differentiation of regional development level necessitates the

use of a differentiated approach to the implementation of regional public policy by increasing the autonomy of regions to define long-term strategy of their socio-economic development, in the choice of means for its implementation; the formation and ensure the effective redistribution of the synthesized regional capital, the formation of the incomes and expenses budget by the regional authorities; participation of local authorities, territorial communities and attracting people to management processes and solution of socio-economic problems of regional development.

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UKRAINIAN LEGISLATIVE SUPPORT AND REGULATION OF ENTERPRISES INTERNATIONALIZATION

Theoretical researches of internationalization by Ukrainian scientists are at an early stage. In particular organizational and economic support of foreign trade analyzes T. Topolnitska, detailing the organizational and functional options for foreign trade of enterprise under conditions of direct and indirect entrance way into foreign markets [1, p. 86] and the factors which determining such support [1, p. 87].

Special attention is paid to information support of enterprises internationalization. Thus, V. Orlov, L. Shostak, O. Orlova, T. J. Prodan suggest theoretical bases of information support for enterprises activity, and prove that the information support of enterprise activity should be based on the integrated use of potential and existing information resources considering their main features [2]. Today remain the unexplored question of regulatory framework and institutional regulation of enterprises internationalization. The economic studies are not detected systematization of legislation Ukrainian enterprises internationalization. In foreign sources of these issues are not covered at all.

Analyzing normative acts of Ukraine legislation, it was found that the basis of legal regulation of promoting Ukrainian enterprises internationalization is the legislation that regulates activities in foreign trade activities area, namely:

- 1) Economic Code of Ukraine №436-IV, 16.03.2003 [3].
- 2) Law of Ukraine "About foreign trade" №959-XII, 16.04.1991 [4].

The Cabinet Ministers of Ukraine published decree "Establishment of specialized joint-stock insurance company "Spetseksimstrah" №1919, 12.04.1998, in order to provide insurance coverage to the export and import of products created a specialized insurance company, 51% of the share capital belongs to Ukraine [5]. The regulatory system of Ukrainian enterprises internationalization is based on Concept of formation state support for exports of Ukraine which approved by the Cabinet Ministers of Ukraine 01.08.2013, №586-p [6]. This Concept was approved to establish a system of state support for exports and enabling environment for domestic producers of competitive products on the international market, but its implementation was envisaged in the 2013-2015 biennium.

The main regulatory instrument would have to be the Law of Ukraine "State financial support of export activities» №9373 [7], which was approved by the Verkhovna Rada of Ukraine 31.10.2011 in the first edition, but was rejected 05.07.2012. This law provided creation of a state export credit agency and government financial institution [7]. Also, the law provided a wide range of such financial instruments for promoting the enterprises internationalization, especially in the part of export.

In addition, the Cabinet Ministers of Ukraine approved decree "Approval a plan to overcome the negative balance in foreign trade» №281-p 29.04.2013 [8] and provided:

- 1) development of economic activities by providing import goods with properties that technologically connected with the production of final products and have no domestic counterparts within industrial cooperation;

2) create a competitive environment in the transport services market and provide development of transport activity infrastructure by renewal of rolling stock, expand and modernize transportation infrastructure, improve the logistics system;

3) ensure energy security as a condition for increasing the volume of domestic products export;

4) make arrangements for the presentation of national technologies, scientific and technological achievements, enterprises, organizations and products in order to increase access of Ukrainian origin goods to the markets of the world;

5) ensure the development of agricultural machinery production, including renewal of production domestic competitive types of machinery and equipment for agriculture and agricultural machines;

6) ensure the development of machine-building production; create modern vehicles, machinery and equipment for the energy, heavy, steel, transport and electrical engineering using modern technologies;

7) ensure energy efficiency, promote the adoption of energy-saving technologies and enterprises modernization of production [8].

In addition, the Cabinet Ministers of Ukraine approved decree "Approval a plan to overcome the negative balance in foreign trade» №281-p 29.04.2013 [8].

Cabinet Ministers of Ukraine approved decree №35-p 05.01.2011 "Approval of a plan to protect the interests of domestic producers on foreign markets" [9] and provided development, standardization and adaptation of information and consulting products to the needs of enterprises, which related to the enterprises internationalization. It should be noted that this Decree [9] provided a progressive functioning of information resource "Comprehensive system information and consulting support for export development" (www.ukrexport.gov.ua). Activity of this resource is supported by State information and analytical center of monitoring foreign commodity markets (SE "Derzhzovnishinform"). This resource is the basis of information support of Ukrainian enterprises internationalization.

Today Ukrainian enterprises use only main forms of penetration and presence in foreign markets as trading forms (provide different types of export operations). Therefore, legal regulation of Ukrainian enterprises internationalization aimed exclusively at export operations supporting. Furthermore, among the regulatory acts are such that indirectly regulate Ukrainian enterprises internationalization.

In particular, such acts include: 1) State program of activation economic development for 2013-2014., approved by the Cabinet Ministers of Ukraine №187, 27.02.2013 [0]; 2) State program of domestic production development, approved by the Cabinet Ministers of Ukraine №1130, 12.09.2011 [0]; 3) State program of Ukrainian villages development for the period until 2015, approved by the Cabinet Ministers of Ukraine №1158, 19.09.2007 [0]. All these programs were not implemented completely and valid in 2016.

The problem of enterprises internationalization legal regulation is its absence in Ukraine. Because of unapproved draft legal acts is not a reason for implementing developed measures in the practice of management. It should be noted that in Ukraine legal regulation of enterprises internationalization is applied only at specialized export products (depending on the type of economic activity, which internationalization promotion is a priority). Instead, Ukraine has no programs that would take into account the level of enterprises internationalization and / or time of entry into foreign markets and / or enterprises size. Global experience proves the efficiency of formation programs to promote the enterprises internationalization for various target groups,

primarily on the criterion of enterprises internationalization level and enterprises size. So the effectiveness of the government programs implementation largely depends on the level of their individualization. While the formation of enterprises internationalization promote programs to separate economic activity (or enterprises groups) cannot provide the proper level of their individualization. The exclusive formation programs for specific target groups of enterprises that would differ in terms of internationalization, will provide the appropriate level of individualization such programs and, therefore, will increase the effectiveness of their implementation.

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THE DIRECTIONS OF IMPROVING THE COMPETITIVENESS LEVEL OF HIGHER EDUCATION OF UKRAINE

The level of development of higher education affects both on the current state of the country's economy, so and presents a lever for growth its effectiveness in the future. Given this, the evaluation of the competitiveness of higher education in Ukraine at current stage is very important, as a factor of overcoming the crisis and the formation of the prerequisites for economic growth in the future. Higher education, in generally, forms the intellectual component of human capital, which under conditions the innovative transformation of market environment is key, that certainly actualizes studying this issue. The level of development of higher education as a factor in the competitiveness of the economies of the world is represented in many international rankings. Today, one of the most common methods of comparative evaluation of the universities in the world are rating systems. Among the most influential world rankings are the Shanghai ranking, ranking QS and Times Higher Education World University Ranking.

The leaders of the Shanghai ranking, in mainly, are the Universities of the UK and the USA. In 2014, the ranking was led Harvard University, at the second position was located Stanford University, closed the top three - Massachusetts Institute of Technology, the fourth - University of California-Berkeley, the fifth position headed University of Cambridge [1].

While the top five universities of ranking QS World University Rankings look another, in particular: Massachusetts Institute of Technology (USA), two second - University of Cambridge (UK) and Imperial College London (UK), the fourth - Harvard University (USA) two fifths - University of Oxford (UK) and University College London (UK) [2].

Concerning the representation of Ukraine in international rankings, for example, in 2014, in comparison with the past, the number of Ukrainian universities, that were included to the world ranking QS, had six universities, two of them got into the top 500 ranking, in particular - Taras Shevchenko National University of Kyiv (place 421-430) and V. N. Karazin Kharkiv National University (place 481-490). In addition, by the results of the QS World University Rankings 2014/15 the rating also includes National Technical University of Ukraine "Kyiv Polytechnic Institute" (place 551-600), Sumy State University (place 651-700), Donetsk National University (701+ seat) and the National Technical University "Kharkiv Polytechnic Institute" (place of 701+) [2]. Note, that in 2013 to the rating QS World University Rankings were included only four Ukrainian universities, among the newcomers in 2014 were V. N. Karazin Kharkiv National University and Sumy State University.

In this regard, given the aforementioned circumstances and international experience, in our opinion, the modern directions of the increasing the competitiveness of higher education should be based on the following principles:

- public funding should primarily focuses on the directions of training, which are required for the development of the national economy;
- conditions of the access to the quality higher education should conform the strategic interests of the country, which lie in the fact that to such education, in the first place, could get talented citizens, regardless of their place of residence and income of their families;

– level of public funding of universities should depend on the quality level of the training specialists, but the state should at the same time stimulate increasing the quality of training in the regional universities in order to increase the accessibility to quality higher education in low income levels of the population;

–formation a positive investment climate in the sphere of higher education to improve the efficiency using of budget funds and funds of the private investors;

–bringing of level of prices on the educational services of university to the level of real cost of educational services universities taking into account the raising salaries of the teaching staff and improving the necessary material and technical provision of the training process;

–creating the real economic mechanisms of the ensuring accessibility quality higher education for the talented young persons, by means of the diversified model of financial provision of this process, using of direct budgetary financing the training of students in higher education, and the use instruments of real preferential loans, grants, etc.;

–creation the stimulus for the employers and local governments on participated in the financing of the establishments of higher education and the training of personnel for internal needs for their own means;

–strengthening the monitoring for the graduates of the universities, who have studied for budgetary funds to improve the effectiveness of this process and the establishment of mechanisms the targeted training specialists on order the certain organizations or enterprises;

–transformation the model of funding science in accordance to the public priorities and the level of quality the most researches in universities, stimulation the development of scientific research and innovation activities;

- stimulating to the cooperation the universities, research institutions and the corporate sector in the sphere of the scientific research, organization the manufacturing practices, conduction the scientific and practical seminars and conferences for the purpose attracting the modern knowledge in the educational process [3, p. 284-285];

- intensification the participation of universities in the world rankings and international cooperation, improving the quality of education to the European standards, increasing the academic mobility of teachers and students.

Thus, evaluation the level of the competitiveness is a multifaceted research of different orientation and depends from many factors, from the country's macroeconomic indicators till directly generalizing the characteristics the work of universities, their material base, the quality of teaching etc. So, we can talk about necessity of Ukraine eliminate the problems issues in the direction of strengthening the competitive position, first of all it concerns improving the quality of education, level of training, dissemination of research and training services, transfer of educational and professional knowledge, increasing academic mobility of teachers and students. Therefore, it is necessary to develop an integrated evaluation methodology of the competitive positions of higher education in Ukraine; it can become the perspective direction for further research in this sphere.

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THE PROBLEMS OF EDUCATION AND PROFESSIONAL DEVELOPMENT IN UKRAINE

Educational institutions form an intellectual, moral and social level of the population development, form the foundation of the future relationship and cooperation level. Prerequisites to educational and professional development of employees in Ukraine can be defined by the level of global competitiveness which is defined annually at the World economic forum. Actually Ukraine lost 3 steps in 2016 and took already the 79th place from 140 countries after deterioration of positions in 2015 (the 76th place). In general, Ukraine keeps the competitive advantages. It is reached due to the big size of domestic market (the 45th place) and the thorough education system which provides easy access to all education levels. So, in 2016 Ukraine occupies the 34th place by the higher education and training and the 33rd place by the primary education (in 2015 – 40 and 31 places respectively). Good results in education would have to provide also innovative development of the country. However, the situation on innovation level in 2016 improved to 52nd place (82nd place in 2015) [1, 2]. Though Ukraine has quite good indicators on pay and productivity of employees (the 17th place among 140 countries), deformation of the population social capital leads to the destructive consequences in the sphere of educational and professional development of employees: negative attitude towards education and professional growth importance, own intellectual development. Only 11,9 % of Ukrainian citizens consider a good education as the key to success in the country [3, p. 322]. Unfortunately, there is no direct dependence between education level and material well-being of the population in Ukraine. The numerous researches of labor mentality of the Ukrainian society confirm deformation of labor consciousness, notes «many employees have the equalizing labor psychology, disinterested attitude towards education, social envy is formed and the century tradition of an attitude to work as to the value collapses» [4, p. 89].

It is necessary to improve the social institutes of interaction between various segments of the population, to adjust public dialogue, to find the general standards of behavior and valuable orientations of the population, to predetermine cultural, educational and professional development of the personality. It is possible to achieve success in the labor sphere, display of creative potential, activation of innovative activity and labor creativity on the basis of the confidence and cooperation principles as the main qualitative social capital characteristics. Usually all these elements are the source of employee's productivity increase, they further the improvement of enterprise competitiveness on the national and international markets, form an innovative orientation of state development in general.

Livening up the employee's educational and professional development is the complex challenge society faces today. The degradation of the nation, depreciation of education, cultivation of «thirst for easy money» without applying efforts, work and knowledge leads to the systemic educational and professional crisis in Ukraine. The solution of a number of problems in this sphere, as well as in any other, demands an integrated approach.

For improvement of the current situation there have to be carried out two parallel processes:

1) highly skilled, educated, professional employees have to become highly required for the employer – they should develop such products or to provide services without which the enterprise can't function qualitatively;

2) enterprises have to use and stimulate the potential of employee (labor union, collective) effectively for carrying out the economic production activity of the enterprise.

Employees involvement into the discussions of problems, participation in meetings and councils at higher level, explaining of more wide range of organization's problems and stimulation of participation feeling promotes improvement of the employee's work and this is one of ways of its active training. The identification of production problems with the own one's increases productivity, creativity, encourages a desire to advance professionally for understanding more complex production problems.

The active cooperation, established collaboration among all production levels and mutual aid promote fast employee's development. The process of interaction has to happen through the all chain of management – leaders should encourage to training, stimulate the increase of a skill level of work, mastering of adjacent professions, development of the personality and has to be supplemented with a cooperation with colleagues, support and assistance to professional development. The basis of cultural, decent, responsible behavior with the high level of professionalism have to be inculcated in a family, school, study groups and sections, educational institutions of all levels and be obligatory supported by the public organizations, labor unions, businessmen, public institutions and the directional state policy concerning formation of positive educational and professional qualities in mass population consciousness, in general.

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PROBLEMS OF INSURING THE INFORMATION TRANSPARENCY OF THE ACTIVITY OF ECONOMIC ENTITIES OF THE UKRAINE'S REGION

In the conditions of the development of market relations, many decisions of the legislative and executive authorities and businesses are inaccurate and false due to the lack of reliable and complete information. According to Directive 2006/43/EU [1] audit is a key element in ensuring the reliability in the chain of financial reporting which is of considerable public interest. At the same time financial reporting is an integral part of the audit concept, since it accumulates the interests of various entities: users of financial reporting who need reliable and complete information on the activities of an economic entity; management that should provide the preparation of reports based on the principles and procedures required by legislative and regulatory documents in accounting; auditors who will express their opinion about the reliability of reporting which is designed for users of financial information.

Some studies in this area are carried out by rating agencies. For example, in 2009 the rating agency Standard & Poor's together with the analytical company "Financial Initiatives Agency" with the support of USAID project "Capital Markets Development" carried out the analysis of information transparency of the Ukrainian banks [2]. Now such researches are carried out by Ukrainian Credit Rating Agency. The analysis was based on the principle of complete and timely disclosure of all essential information for investors and other stakeholders (analysts, clients, etc.). The research methodology included the analysis of publicly available information contained in the three main sources: annual reports of banks, official web-sites of the banks and the reporting provided to the regulatory authorities. The study showed that the annual reports of the banks were primarily a part of their image than a real tool of communication with stakeholders, and the degree of information assurance of this source was 17.5%, which is the worst indicator among the three main sources of information. The reason of this result was the absence of the tradition of using annual reports in communicating with investors. Similar studies for other entities which are subjects to mandatory audit are virtually absent, but according to the authors the results would have been even worse.

Analyzing the quality of financial reporting of public joint stock companies, information and availability of the results of audits we may single out several problems: (1) there were no requirements for mandatory disclosure of the audit report for a long time in the Laws of Ukraine "On Auditing" [3] and "On Accounting and Financial Reporting in Ukraine" [4]; (2) financial reporting is published incompletely and that mainly concerns a limited amount of notes that does not comply with regulatory requirements; (3) there is a discrepancy between the amount of the released financial reporting and objectives which are put forward to the auditors; between responsibilities of management personnel in the regulations of Ukraine and the objectives of the auditors in accordance with international auditing standards.

It should be emphasized that the national system of information disclosure makes it impossible to fully meet the needs of members of market relations due to many reasons. One of them is the problem associated with the preparation and publication of

financial reporting of such entities and conducting the audit. One of the main reasons for insufficient use of the audit potential in Ukraine is the absence of real need in the financial reporting which is caused by scarce experience, lack of culture of its use and misunderstanding of its necessity.

The objective of financial reporting is to provide information transparency of an economic entity, and the purpose of audit is to express an opinion on the financial statement which became public. Thus, these two elements are interconnected, but the priority in this system belongs to financial reporting, not to the audit which should only confirm the degree of reliability of the “information transparency” of the entity.

Unfortunately, the national system of information disclosure does not allow meeting the needs of the members of market relations due to many reasons. One of them is the problem associated with the preparation and publication of financial statements of the entities and conduct of the audit. Financial reporting has not yet become the exact element as it is worldwide. The problems are closely linked with such an institution as audit.

The reasons for this are vary. Firstly, businesses are not aware or do not recognize even if it is “deep in their mind” to understand that information disclosure in principle should do better for their business. Secondly, the situation is a fault of the public administration authorities including the National Commission on Securities and Stock Market and the National Commission for Regulation of Financial Services that do not require from their “reporting” entities the information which is fully consistent with the Law of Ukraine "On accounting and financial reporting" and provisions (standards) of accounting. But in this case it is necessary to raise the issue of the adequacy of the audit results of the financial statements as financial statements prepared in that form do not deserve a positive conclusion. In this case if there is a positive conclusion then it should have an explanatory paragraph, which should underline that some mandatory information is not disclosed in the financial reporting completely.

In addition, there is a lack of coordination between International Standards on Auditing [5] and the national requirements of normative regulations concerning management's responsibilities. Taking into account the requirements of other international standards on auditing concerning an auditor's actions we can conclude that they take for granted the existence of appropriate procedures in companies approved by management that go beyond the requirements of regulations on the provisions of the order of accounting policy that exists in Ukraine. In particular, this applies procedures for assessing compliance with the principle of continuous activity. In most cases the auditor is recommended not to perform an independent assessment but to evaluate the activity and procedures of the management. That certainly highlights the importance of a broad interpretation of the essence and content of the accounting policy. Thus, international standards on auditing consider management responsibility widely and suggest the existence of many regulatory documents that regulate various issues of methodology and accounting at the company that requires improvement of the organization of accounting. It is necessary to fix the expression of management's points of view in the annual financial statement concerning the principle of continuous activity, so that the auditors have the so-called “starting point”.

To solving the problems that were considered in the study we need to improve the organization of accounting, internal control and management of the company, which outlines the prospects for further research: development of provisions

concerning the assessment of compliance with the principle of continuous activity; compliance with other laws and regulations that affect the activity of the entity; the organization of internal control and the prevention of fraud and so on.

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BUSINESS KEY SUCCESS FACTORS: ESSENCE AND ISSUES

Business efforts are like biological experiments in nature: Many variations are tried, but only a small percentage of those go on to thrive. Businessman, however, has an advantage over nature.

This is a subject of research and analysis of many professionals and institutions. It is very possible that we cannot expect to have a person with all characteristics that will make him successful businessman. But, the combination of the most important factors can help you to build and manage a successful business.

Every business begins with a good business idea. Next we move from business idea to concrete the vision of creation own business, research specific ways to achieve the goal or goals. The next step is planning all necessary resources. Then we make business development strategy based on internal opportunities and the possibilities of the environment. Next we determine the potential growth ways of our business in future.

I would like to focus your attention to the correct goal setting. Without goals you lack focus and direction. Goal setting is a process that starts with careful consideration of what you want to achieve, and ends with a lot of hard work to actually do it. In addition, there are some very well defined steps that transcend the specifics of each goal. Knowing these steps will allow you to formulate goals that you can accomplish.

Here are our two golden rules of goal setting:

1. Set Goals that Motivate You.

When you set goals for yourself, it is important that they motivate you: it means making sure that they are important for you, and that there is value in achieving them.

2. Set SMART Goals:

- SPECIFIC. Your goal must be clear and well defined.

- MEASURABLE. Include precise amounts, dates, and so on in your goals so you can measure your degree of success.

- ACHIEVABLE. Make sure that it's possible to achieve the goals you set. If you set a goal that you have no hope of achieving, you will only demoralize yourself.

- REALISTIC. Goals should be relevant to the direction you want your life and career to take

- TIMELY. Your goals must have a deadline. Again, this means that you know when you can celebrate success. When you are working on a deadline, your sense of urgency increases and achievement will come that much quicker.

It is important to emphasize the factors that will be key to business success: creativity, tolerance for risk, responsiveness to opportunities, leadership.

The most critical and most important factors that can make an man to become a successful businessman are:

1. Willingness to take an action. This is the first and most important factor for would be and current entrepreneurs. Actions are something that lead businessmen to the success. Without them, they can't expect to be successful business owners.

2. Knowledge. Businessmen are persons who must have superior knowledge about specific business issues for business that they start. The knowledge will increase their business potential energy and in large part will contribute in the success of the company.

3. Creativity. You must be creative person if you want to be enough unique and with the power of continuously improvement in your business. The creativity will increase your business potential energy that will bring many possibilities for your company.

4. Skills. Eachbusinessman andeachbusinesswillneeddifferentbusiness skills. If you have knowledge, but you don't have a skills that can be obtained only through implementation of what you have learned, you can't expect that you are close to the success.

5. Intelligence. You must be intelligent to manage all possible situations and solve the hardest problems that will be a constant in your business life.

6. Ability for teamwork. Nobody can achieve anything alone so, this is also true for businessmanbecause he is not a "superman". As a businessman, you must be team player for your ownandyourbusinesssuccess.

7. Risk taking, but calculated risk. This is truly one of the most important questions: Are businessmen take enough risk? Yes, each business startup is in some level risky. However, more important is how a successful entrepreneur takes a risk? The wordcalculated riskis the most appropriate word for this characteristics.

8. Having a self-confidence. Self-confidence is an really important and key success factor for entrepreneurs. I think that nobody will become an entrepreneur if he don't have self-confidence in himself, especially related to start and manage his own business.

9. Having enough experience. Sometimes experience is in category not so required as a factor, but it is something that will increase business potential energy. You as a businessman must employ all present and previous experience you have into the business that you are building.

10. Great talent. Talent is something inborn in an businessman, but sometimes talent is something that can be easily replaced with knowledge and skills.

11. Connections. More connection means more possibilities for building a successful business.

12. Luck. Luck is a psychological factor. Some people can say that they don't have a luck. And indeed there are some "lucky people" who just accidentally found the right place at the right time with the right idea. However, it is a small percentage and cannot be included as a serious factor for success.

All factors are important, but none of these factors will make you to become really successful businessman if you don't take appropriate action. For example, the knowledge and creativity can't help you to become a successful businessman if you don't take the first step to start your business.

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CORPORATE CULTURE AS INSTRUMENT OF REGULATION OF SOCIAL AND LABOR RELATIONS

The first references of application of the term "corporate culture", "corporate spirit" are in XIII, at the beginning of the XX century [1; 2], however the system scientific ideas of corporate culture belong to the eighties of the XX century and are connected with the names of researchers T.J. Peters, R. H. Waterman, G. Hofstede and P. Turner [1]. They paid attention that the same administrative methods of impact on labor behavior of workers in different organizations show distinctions in behavioral responses which often are opposite. According to the researchers, the reason of this is in different cultural features, unequal labor traditions, values.

The perception of corporate culture as a regulator of staff social development and labor behavior began in the early eighties XX century when Terence E. Dil and Allan A. Kennedy declared the results of their observations. They clarified in 1982 that in addition to high qualification of staff, effective management, and the corporate culture which serves as the key to success in the internal and external markets is necessary.

The analysis of theoretical sources shows that throughout the XX-th and the beginning of the XXI century the idea of corporate culture, its mission, purposes, principles, means and opportunities of implementation essentially changed depending on formation of scientific management, change of a political system of the states, forms of ownership, dynamic changes in the culture dominating ideological values, norm of behavior, features of national consciousness [1]. Thus we watch very wide range of ideas of corporate culture.

Thus some authors as E. Shane, define it as a system of basic notions which aren't just described and recorded in documents and which the group follows, but also such which exist in the heads of people according to which their activities in this organization are carried out [4].

Other authors as K. Gold, see unique characteristics of features of the organization (enterprise) in corporate culture, select it among others [4].

We will note that the approaches concerning the essence and purpose of corporate culture reflect often debatable points of view in the Ukrainian scientific literature. By the way, the corporate culture is identified often with organizational culture in many scientific sources, we can agree with this just partially. The approaches which characterize corporate culture as a subsystem of organizational culture of the enterprise [7, p. 344], as the important regulator of social and labor relations we consider more acceptable.

Therefore, we agree with the point of view of Eskov O., Vyazankina A., Kitsak T., Paseka S. who consider corporate culture as an important factor of formation of staff organizational behavior and also the instrument of human resource management which provides long-time success of the enterprise on the market.

Reasoning in the same direction, Semykina M. defines corporate culture as a subsystem of organizational culture of the enterprise which reflects a set of certain values, norms and behavior models which are realized in practice by managers of the enterprises and their subordinates, bringing up efficiency to the needs of internal

development of the organization and requirements of an external environment in the course of adaptation [7, p. 345].

In our opinion, the influence of corporate culture on a status of social and labor relations should be just progressive, directed on stabilizing of such relations, positive changes in social development of work collective, increase in trust of workers and managers.

Therefore, we suggest the following definition: progressive corporate culture is a set of common goals, interests, values, traditions, rules and norms, standards of behavior which serve as driving forces for employers and employees of their partner cooperation in implementation of tasks of economic growth, innovative development, and competitiveness increase.

Developing scientific views, we will note that corporate culture has a row of features: system, historical development, social basis (reflects social interests, communications of the dominating group of people in the organization), close connection with mental, cultural, moral values of a certain nation, certain region. Neglecting these features provokes strengthening of contradictions in the social and labor relations, bringing the conflicts to extreme forms.

World experience proves that in development of corporate culture at the beginning of the XXI-th century there is a change of priorities towards rise of its role in high-quality development of labor potential, formation of stable partnership [1]. We see an explanation of high-quality changes of corporate culture, first, in more wide recognition of value of the human capital in connection with transition of mankind from industrial to informational society, secondly, in increase of a role of the latest knowledge and high technologies.

Against the background of these tendencies it is easy to realize that the increase of competitiveness of the enterprise in the XXI century can be connected only with innovative shifts in its development, and it is impossible without creation of a command of the partner adherents capable thanks to a common goal and the uniting values to aim for up-dating of knowledge, development of the innovations necessary for creation of competitive production, goods, services.

Therefore, it is not accidental that corporate culture of successful companies now differs. Managers and staff on the basis of partnership positively perceive and realize values of educational development, manifestation of innovative activity. Thus companies' owners not only encourage the statement of such values, but also stimulate formation of corporate spirit - feeling of unity in their implementation [1; 2; 3].

In other words, the corporate culture becomes the important social instrument of regulation of behavior, motivation, social interaction of employers and employees, works in favor of trust, harmonization of the social and labor relations.

Such functions of corporate culture are less taken into consideration by the managers in Ukraine though instability and strength of the social and labor relations in the country requires faster response and changes of traditional methods of management in labor sphere.

We will note that the interest in questions of corporate culture from the Ukrainian scientists-economists appeared not so long ago, preferentially during the market transformation of economy. This period is characterized by proclamation of a democratic way of development of the Ukrainian state, privatization processes, and renunciation of planned central management and monopolies of state ownership. For the last 20 years economy organization structure of the enterprises, forms of

ownership, methods of management changed, and the essence of social and labor relations is transformed, the regulations of work by collective agreements and social partnership appear. At the same time there is a realization of need of formation of overall objectives of activities, closer unity on the basis of determination of national idea, goals of development.

The thoughts the Ukrainian scientists Balyka O., Voronkova A., Dmytrenko G., Zinovyev F., Grishnova O., Kolot A., Semykina M., Petrova I., etc. are devote to the different aspects of corporate culture. The Ukrainian researchers almost unanimously focus attention that the corporate culture in the western understanding of this word so far in Ukraine isn't developed. Concerning this the experts note that the developed corporate culture was in a conflict with tasks of adaptation to the requirements of the competitive environment; democracy in the relations, social dialog, social partnership still remain very unusual occurrences at the Ukrainian enterprises. Their output that shortcomings and problems of formation of corporate culture are negatively reflected in motivation of staff to effective work, a status of social and labor relations, features of labor mentality that, in turn, becomes one of notable hindrances in support of effective activities of the enterprises deserves attention [10, p.119].

The least studied direction of this perspective is a regulation of social and labor relations with the help of corporate culture. In this sense it is important to see a major motivational role of corporate culture. We think that regulation of social and labor relations will be more effective if to provide coordination of key interests and values of employees with interests and values of employers, to reach compliance of system of incentives to labor expectation of the worker.

Certainly, the social dialog, manifestation of social responsibility of employers and hired workers is necessary for coordination of interests. We also agree with a judgment that high-quality up-dating of labor mentality is a basic condition [8].

It must be kept in mind that all employees of work collective have the specific needs, interests, peculiar values owing to different education, features of education, specifics of specialty, different experience, age, marital status, etc. However the consolidation of the general interests and values is necessary and possible. And as the most important instrument of formation of single command of partners is a progressive corporate culture which is urged to unite the most common interests, directions inducing to effective activities, accumulation of mutual trust - the social capital.

We will remind M. Warner and M. Pool's warnings concerning the need that the modern social control should be aimed at formation of progressive corporate culture which shall serve the purposes of effective activities and development [1]. Such culture, being reflected in standards of behavior for all employees, peculiar traditions, rules of activities, corporate actions, logos, company's image, is gradually acquired by each worker, reflected in his behavior, positive relation to work, colleagues, clients. This "corporate spirit» allows employees to be proud of the enterprise and to work for it still with bigger devotion, showing trust to management and colleagues.

It is worth note that the corporate culture is tightly interconnected with formation of methods of motivation (administrative, social and economic, moral and psychological) which define labor and innovative activity of workers. Methods of motivational influence should be created on the basis of a social dialog between administration and workers, by implementation of the purposes of collective and contractual regulation of work.

Methods of motivation provide all forms of the material and non-material stimulation and punishment of staff: increase or lowering of the size of compensation, premium, compensation packets, different privileges, advances or demotion, provision of possibility of professional development at the expense of enterprise assets (or a refusal), determination of higher or lower independence in work, enrichment of the work contents and so on. However, in that case when workers see that the proclaimed corporate values aren't realized, arrangements in the sphere of payment and working conditions are violated, the corporate culture loses the value and progressiveness, the social capital (trust) fails that negatively affects productivity of work.

Analyzing the influence of corporate culture on a status of social and labor relations at the enterprises of Kirovograd, Kyiv, Dnepropetrovsk regions the following has been revealed: the vast majority of the questioned workers (82%) are poorly informed on the purpose and values of corporate culture; most of respondents (92%) think that the corporate culture is related to ethics of behavior and doesn't influence the vital interests and needs of workers (including working conditions, compensation); 84% of respondents aren't satisfied with value of compensation; 66% of respondents specify the absence of close connection between labor efforts and gained income; 52% of respondents pay attention to the absence of close connection between education level and size of compensation; 48% of respondents emphasize excessive intensity of work which doesn't correspond to compensation level; 38% confident that the amount of earnings and career often depend not so much on results of work, but much more on the relations with a manager, therefore, this shows the prevalence of "double standards" in corporate culture; 46% of respondents don't trust labor unions, 78% don't trust directors in questions of the solution of payment and working conditions problems, overcoming of the conflicts; therefore, the social capital isn't created and thus the corporate culture is weak.

The aforesaid specifies about a weak role of corporate culture at the Ukrainian enterprises in regulation of the social and labor relations and overcoming of conflicts. We will note that the received results correlate with the estimates received by other researchers [10, page 110]

The theoretical analysis showed that the corporate culture should be considered as an important factor of regulation of social and labor relations at the enterprise and development of social capital. The corporate culture in the western understanding of this word isn't created in Ukraine so far. The corporate culture still poorly executes motivational functions on formation of progressive labor values. Formation of progressive corporate culture requires the active interaction of social partners. So, the perspectives of stabilizing of development of social and labor relations it is necessary to connect with formation of the progressive type of corporate culture oriented on saving labor values, up-dating of managers' and subordinates' consciousness towards the formation of social unity, social capital and social responsibility for results of joint activities, chosen values and the priority purposes.

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CONCEPTUAL CHARACTERISTIC OF SOCIAL CAPITAL

The level of development of social capital, its accumulation and use of significant extent determines the conditions and quality of life in the country, social standards, values, efficiency of employment, its wealth and quality of life. The destruction of trust makes economic and social development slowly and prevents Ukraine out of the crisis obstructing a more efficient use of labor potential in the conditions of employment transformation, the emergence of new forms of it.

In the literature there is a wide range of different approaches of economists, sociologists, psychologists, philosophers, political scientists to understand the «social capital». Despite differences of approaches, their analysis allows to distinguish three essential components of social capital which have a close relationship with each other, it is the norm of behavior, trust and «network communication and interaction».

Based on the development of scientific approaches P. Bourdieu [1, p. 519-536], F. Fukuyama [2, p. 129-149] and other disclosure of the phenomenon of social capital (including sociological, economic, and other synergistic approaches) consider it appropriate to focus on valuable price of this capital – accumulated and developed natural ability of individuals to interact on a confidential basis, which, in turn, in the application can be modified («converted») in the material and spiritual values, promoting the growth of social and economic benefits of employment. In other words, social capital in this «conversion» acquires certain properties, implements certain functions which makes achievement of its using in practice and the accumulation of life, particularly in the labor process. Following the methodology proposed by R. Harper [3, p. 5], forming a conceptual scheme characteristic of social capital which includes our definition, the author's version properties, functions and results of such capital formation (fig. 1).

In our view this developed conceptual scheme (Fig. 1) has been limited in the territory of Ukraine yet. The explanation we see that the social and labor sphere of Ukraine is going through a difficult and conflict phase of its development now, characterized by a lack of social cohesion, liability, loss of transparency, the devaluation of many moral and cultural values, leading the trend of destruction of social capital at different economic levels. The restoration and operation of social capital within the proposed scheme (Fig. 1) requires in Ukraine prolonged the time required for effective regulation of the labor market, decent job evaluation, social protection, and (which is very important) for the transformation of public consciousness against the backdrop of significant progressive changes in employment, social, cultural and legal environment.

SOCIAL CAPITAL –									
the inherent quality people to communicate confidential basis, developing through lifelong education, educational and professional development, experience, able to converting in the material and spiritual values through individual and collective livelihoods, cooperation and interaction.									
<i>Properties of prevailing social capital</i>									
<i>natural</i>					<i>developed</i>				
Interaction potential	The ability to accumulate	The ability convertible	The ability to exchange	Saving transaction costs of cooperation	Corporate quality (the ability to run a team)	Focus on new knowledge	Communicative abilities	Adherence to moral norms and rules of behavior	Acquired competence
<i>Functions of social capital</i>									
Dialogue, interactive	Compromise-political	Economical	Social	Cultural, ethical	Informative	Integral-correlation	Infrastructure	Communicative	Cooperation on trust ground
<i>Indicators of social capital</i>									
Public activity	Number of social agents								
	Number of public organizations								
	Number of members of volunteer organizations								
	Social activity of their members								
Social connections and interaction	Frequency of meetings with friends, colleagues, friends, neighbors								
	The intensity of communication in social networks								
	Number of social agents that rely on help								
	Number of social agents are ready to assist								
	Satisfaction with living space								
Trust and social norms	Confidence in the micro environment								
	Level of confidence to micro environment in the level of outside environment								
	Common level of social interaction								
	General perception of cultural values								
Public activity	Confidence in the government, public institutions and authorities at all levels								
	Ability to influence the perception of events, social responsibility								
	Awareness of state and local affairs, the situation in the company								
	Participate in teams, participate in elections, voting								
General norms and values	Attitude to beliefs and traditions in the territory of residence								
	Satisfaction point of life, infrastructure								
	Job satisfaction, social and labor relations, life								
	Level of responsibility for the social and labor sphere of life and safety								
<i>Result of functioning social capital</i>									
<i>Social effect</i>			<i>Economical effect</i>			<i>Synergistic effect</i>			

Fig. 1. Characteristics of social capital: definition, properties, functions and formation result.

Source: developed by the author.

It is important to emphasize that despite the rapid development of innovation, information and communication technology in the world is the content transformation of labor and employment, acquiring innovative features. Rapidly growing need for communication, social interaction leads to the need for accelerating the development

of social capital, the need for a more trusting relationship of producers and consumers, employers and employees that offer employment services in the labor market.

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VARIETIES OF SUSTAINABILITY DEVELOPMENT OF INDUSTRIAL ENTERPRISES

Convergence and integration of system and situational approaches, including through the proposed V.S. Ponomarenko [1] «The concept of resource situational approach» is one of the conceptual requirements. Its compliance is a prerequisite for the formation of a proper framework for managing the development of industrial enterprise in the growth of unexpected changes in the market environment.

This concept is based on the recognition of the complex nature of relationships and regularities, which finds expression in the field of strategic management. Ponomarenko V.S. links the ambiguity and multidimensional relationship of this kind with the objective of development inherent complexity and the complexity of decisions that should be made and to be implemented (in the context of different segments of the planning horizon), but also that such decisions than the direct effects (in the long and short aspects) are also characterized by the influence of other decision and the corresponding results of their implementation.

Thus, taking into account this kind of complex dependencies determine the need and nature of responsibilities implementing multi integrated approach to management development, in which balanced attention was paid to changes in all aspects of the process associated with the introduction of different events and decisions. We think that such a balance can be achieved only on the basis of the combination and integration of evaluation criteria of administrative decisions, which based on the account of, at first sight, opposing trends - to support dynamic transformation and preservation of sustainability of economic system production. However, the theoretical foundation and the practical implementation of this approach on the business level, within individual enterprises (primarily - industrial) face many challenges and difficulties. The author believes that the complexity of the economic nature of the cycle of economic development and enterprise ontogeny and heterogeneity, ambiguity and diversity of targeted basis are the main sources and causes of economic, organizational, technological and even social obstacles.

The study of existing scientific approaches to the study of the economic laws of nature and the process of sustainable development of industrial enterprise [13, 31, 36, 43, 62, 71, 87, 105, 117], allows to select a set of components (varieties) ensure such sustainability (Fig. 1).

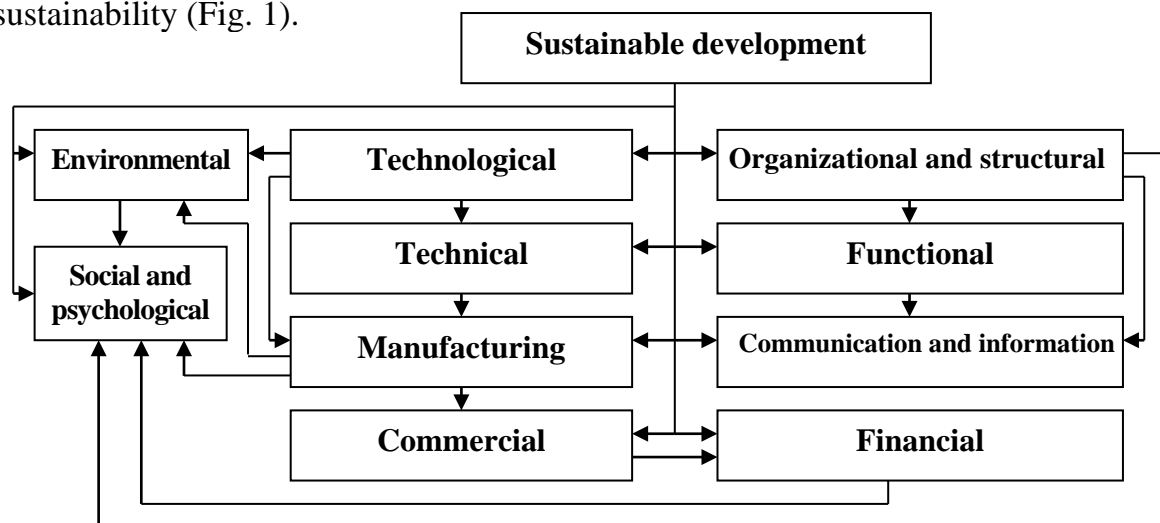


Fig. 1. Relationship types of of sustainable development

Thus, it should be noted, that the sustainability development of industrial enterprise under no conditions can be considered stable phenomenon. Because the dynamic changes of the requirements to prevent the accumulation of destructive displays with first results in the reduction of available company resources. In this case, the need to maintain balance means constant efficiency of production resources.

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REGULATION OF EMPLOYEES' COMPETITIVENESS ON THE BASIS OF ACTIVATION OF SOCIAL PARTNERSHIP

World experience shows that in the conditions of globalization and prompt innovative development the managers of the enterprises are stimulated to take care of staff competitiveness, continuous up-dating of their knowledge, abilities, and competences. These new tendencies happen because people become the creators of innovations, future competitive advantages of the enterprises and corporations. Therefore, the formation and support of competitive qualities of staff is not just a private affair in economically developed countries long ago. Experience of the socially oriented market economy countries shows that social partners – government, corporations, labor unions, political organizations, territorial communities are engaged in the solution of this problem. However, the potential of social partnership in this direction is almost not used in Ukraine. The problem becomes aggravated in the conditions of system crisis in the country that threatens with deterioration of labor potential, lowering of employees' competitiveness.

Developing the scientific approaches of R. Fatkhutdinov, M. Semykina, L. Lisogor and other researchers, we suggest to treat the term thus: "competitiveness of employees of the enterprise" is an existence of competitive advantages in knowledge, abilities, skills, competences in comparison with employees of other enterprises which allow, on the one hand, to realize labor potential more effectively, providing the bigger income, improving the quality of labor life, on the other to promote the strengthening of enterprise's competitive positions on the market.

In our opinion, the competitiveness of workers always reflects the quality of labor potential which is most demanded in current market conditions. The estimates of the worker's competitiveness depend on economic sector, specifics of the enterprise, workplace, and region.

The competitiveness at the level of certain workers is formed under the influence of a set of factors – demographic, economic, political, cultural, mental, national, geographical which define the conditions of the personality's formation in the course of upbringing, education, work, formation of interests, needs, motives of activities, purposes of achievements in work, self-realization, self-development.

The modern science tells about the opportunity and need of motivation of workers to increase own competitiveness. Thus the effect of such motivation as M. Semykina stresses, in many respects depends on lining of an effective social dialog between employers and hired workers (labor unions) thanks to which the purposes of the general activities, priorities of enterprise's competitiveness increase are coordinated with formation of long-time motivation of competitiveness in the labor sphere [6, p. 140-144]. Thus the formation of the competitive environment is not doing influential, but the progressive character of the social and labor relations (as pledge of the honest competition), existence of corporate social responsibility for results of activities, staff development, the organization of a real social dialog are more crucial.

However, the social partnership in Ukraine can't be defined as developed so far. The signing of collective agreements often happens formally, there is no basic monitoring over their execution.

The questions of employee's competitiveness of workers worry social partners a little in practice. Employers have mass of claims to labor quality, but thus are, as a rule, not ready to invest in its professional development, to create workplaces with a worthy salary. Instead of stimulation of aspiration to the continuous education, innovative activity, implementation of programs of continuous professional education developed by the social partners, we watch absolutely spontaneous processes of worker's competitiveness formation. The majority of employers give the solution of this problem to workers. The labor unions activity is reduced, generally it concerns questions of social protection of workers against the system crisis in Ukraine, there is no mature responsibility of social partners for a status of competitiveness of employees of the enterprises, its regulation with combined forces [7].

It is fair to emphasize that the problem was strengthened by difficulties of transition of economy of Ukraine to the market relations, long economic, socio-political crises, the low level of corporate culture. Thus, instead of the implementation of programs of the continuous professional education of the personnel developed by the social partners, experts watch deterioration of labor potential, lowering of competitiveness of workers.

In the conditions of system crisis in Ukraine these processes became especially obvious. The demographic factors worsened a situation: as a result of birth rate decrease the enterprise experienced the reduction of influx of young labor force, a phenomenon of "staff aging" became noticeable. The dominating age of staff is higher than 50 years, this certainly is reflected in personnel competitiveness. It is necessary to consider that workers of a pre-retirement and retirement age possess lower activity, mobility, a susceptibility to innovations, are often less ready to development and deployment of innovations. Programs of development of workers of advanced age at the enterprises are extremely rare. In turn, the outdated material basis of the enterprises, absence of own funds for purchase of the new equipment and technologies caused unattractiveness of workplaces for youth at the majority of the industrial enterprises [2; 8; 4].

It is worth noting that the social and labor sphere of Ukraine reflects numerous contradictions which testify to inconsistency of interests of employers and hired workers, low performance of social partners activities: widespread poverty of workers, polarization of the income in society, unjustified differentiation in the earnings of principals of the enterprises and subordinates, violations of the workers' labor rights in fact at each enterprise (2/3 of violations are in the sphere of compensation, time delays in payments of a salary, unfair dismissals [8].

Over 30% of workers are employed in the conditions which don't satisfy to sanitary and hygienic norms [2]. Deformations in the income are the result of absence of communication between growth of compensation and labor productivity, dependence of compensation on its complexity, educational and qualification levels of workers. These phenomena depreciate motivation to effective work, worsen quality of labor life, strengthen a conflict in the labor relations, and weaken attention to problems of competitiveness of staff.

Overcoming of these contradictions is hindered by negative tendencies in development of social partnership:

- in the conditions of undeveloped democracy, discharge of the state from the active regulation of the labor sphere and income, imperfection of the labor legislation,

feeble monitoring over violation of the labor law, the social dialog is more declared, than really is implemented;

- formation of social partnership still is on initial stage: employers don't have enough social responsibility, labor unions don't have real independence and activity in upholding of interests of hired workers;

- protective functions of labor unions in questions of compensation, saving and development of labor capacity of the enterprises, social protection of employed aren't used fully that is negatively reflected in authority of the trade-union organizations;

- collective contracts didn't become the effective instrument of influence on labor life yet; statistics of spanning of hired workers by such contracts are often combined with a widespread formalism in their signing.

In such conditions the processes of formation of competitive characteristics of labor potential lost the controllability. It is fair to emphasize that labor unions, based on researches of scientists, repeatedly raised these questions in press, at meetings, however except ascertaining these problems, the decision wasn't made.

From our point of view, the perspective of increase of employee's competitiveness of the enterprises in Ukraine is necessary to connect only with formation of corporate social responsibility, development of social partnership in practice.

In our opinion, the mechanism of social interaction which will help to regulate the competitiveness of workers is necessary. Such mechanism can be successful only in a case of carrying out the structural reforms in economy, its modernization. Without this it is difficult to expect the creation of new productive workplaces and effective modernization of old workplaces, increasing need of innovations, availability of higher skilled workers. The coordination of social partner's interests is extremely important to implement the complex of actions for investment into the creation of competitive workplaces, and also in training, retraining, and the continuous education of workers.

Developing the approaches of A. Kolot, S. Tsimbalyuk, we think that time of radical improving of a compensation policy at the enterprises, development of its multiple models came [2; 9, p. 3]. Thus we share the point of view of M. Semykina who suggests to treat a compensation policy in a broad sense as a set of actions, mechanisms, tools and levers of external motivational influence on labor behavior of the hired workers thanks to what within the existing legislation there is an exchange of the rendered labor services (results of work) for reward – the material and non-material benefits which serve as compensation of the physical, intellectual, creative, psychological efforts spent in the course of work, the acquired knowledge, abilities, skills and competences [5, p. 99].

The set of all compensations, including the material payments and rewards, the non-material benefits and services which are provided to the worker by the employer as a result of use of his knowledge, abilities, competences, abilities to work is the compensation packet [9, p. 67]. The theoretical analysis shows that there are many constructions of such packet in literature which are urged to serve as a model of reward of workers for the specific achieved success in work. Thus representations concerning the content of a compensation packet vary very much [9, p. 68-71].

In our opinion, the compensation packets should contain a wide set of "motivators", i.e. various compensations – economic, moral and psychological, social and status, social and economic. Thus the compensation packet can include additional

economic, natural and material incentives for achievement of competitive advantages in results of work, growth of professionalism of certain workers.

Thus, the regulation of competitiveness of hired employees of the enterprises requires special attention in the conditions of system crisis in Ukraine. The solution of this problem requires manifestation of corporate social responsibility, active interaction of the social partners directed on creation of the new workplaces and modernization of old ones, investment into the continuous education, professional development, creation of effective motivation to achievement of competitiveness. On the basis of the active social dialog it is necessary to enhance collective and contractual regulation of work, to develop the compensation policy stimulating effective work and growth of competitiveness. Perspectives of further researches require development of estimation methods of competitiveness of different categories of workers.

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THE INFLUENCE OF INNOVATION ENTERPRISES ON EMPLOYMENT AND ECONOMIC DEVELOPMENT

The implementation of the strategic objectives of national economy, improve its competitiveness requires intensification of innovative activity of enterprises and labour in the context of globalization. The decline of the innovation is happening in many domestic enterprises threaten economic slowdown and the loss of any competitive position in domestic and foreign markets. The problem of formation of innovative model of economic development is relevant because the innovations are necessary and objective factors for competitive development of modern enterprises. The aim of this article is the diagnosis of dynamics of innovation Ukrainian enterprises and its impact on employment and economic development in general.

The effectiveness of the company and its competitiveness mainly dependent on the efficiency of labor and capital in the past. In the transition to post-industrial dominance factors, the main direction of ensuring competitiveness as the economy as a whole as individual enterprise is changing. It runs from a particular employee who is a generator of new knowledge to the accumulation of knowledge in the society. Innovations are a prerequisite of production, improve the quality and quantity of production, new products and services as well as the main means of preserving the competitiveness of enterprises in market conditions. Actually there is a problem of increasing economic growth through the use of intensive factors, which include innovative processes through which ensured improve basic economic indicators, improve living standards in the long run.

Extremely important is the issue for more intensive involvement of own (public) and foreign capital to finance the development of innovative sector of Ukraine for the growth of national economy. Investment and innovation are very close to the area of the market and, consequently, any investment tactics applied by the company or the state will directly guide the innovation in the same target area of its life. The state of employment is closely related to the level of innovation active and inactive innovative companies in the country, in particular sales volume and share of products. Because such researches of all economic activities are not carried out in the Ukraine by the State Statistics Committee, we can use statistical research on international methodology, conducted in 2012. These statistics are relevant to this day because in the last five years (2010-2014) there was no economic development in the country and crisis against a background of political instability and military aggression was compounded. The innovative activity of industrial enterprises at the national level in 2014 amounted to 16.1%, whereas in developed countries - 60-70%. In recent years, the volume of innovation expenditures in industry show a negative trend (decrease occurred on 14333, 9 million UAH. In 2011 to 9562,6 million UAH. in 2013) and the volume of sales of innovative products, which amounted to 25669.0 mln. USD. in 2014 at a maximum value over the period 45,830,200,000. USD. in 2008.

However, the characteristics of enterprises in the volume of sales, including existing relationship between innovation and not innovative enterprises (47.8% / 52.2% respectively), says that innovative enterprises in the total number is much

smaller, but they sold products to more. Considering the volume of sales by economic activity, we state the fact that the industry innovative businesses realize greater share of production (52.2%) than not innovative enterprises (47.8%). This confirms the need for modernization of enterprises, and involving them in investment and skilled human resources - professionals and innovators, thus reviving market skilled workers.

Next, we consider the situation from the position of the number of employees in innovative enterprises and their share in total employment. The share of employees that working on innovative enterprises is 42.4% in total employment of Ukraine. The share of employees that working in the mainstream is 57.6%. The number of employees in innovative enterprises in the industry is 1409.5 thousand people, and it is almost equal to conventional non innovative enterprises (1,415.1) thousand people. Almost half of employees in innovation active enterprises in Ukraine (49.2%) work in Donetsk region – 11,3%, Kyiv – 8,9%, Dnipropetrovsk region – 8,9%, Kharkov region- 7,9%, Zaporizhzhia region - 6,3% and Odessa region - 8%, 50,8% - in the rest of the regions (21 regions). Then we calculated and compared the volume of sales per employee in innovation active enterprises and not innovation active enterprises by economic activity in 2013 year. We noted that the volume of sales per employee in innovation active enterprises in the whole Ukraine in that period was higher by 81.9 thousand. UAH than in non innovation active enterprises. The trend of predominance of sales per employee in innovation active enterprises remains almost all economic activities. The exception is electricity, gas, steam, air conditioned, and activities in the field of architecture, engineering, technical testing and research. The highest rate is in the activities related to information and telecommunications where the innovative enterprise is dominated in 3,6 times. The lowest rates are in transport and communication activities [7, p 143-150]. We highlight the following factors that hinder the innovative development of enterprises (Table 1).

Table 1

The factors that hinder the innovative development of enterprises (%)*

Obstacles for innovative development	Expert score (%)
Large amounts of expenses	33
Lack of (limited) sponsorship	87
High interest rates	34
High economic risk	17
Lack of raw materials	23
Lack of financial resources in client	40
Imperfection of logistics	29
The lack of demand in products	19
Lack of information concerning markets	12

*It was prepared on the basis of findings of experts [8; P.102-103].

We agree with the researcher V. Stadnyk. She believes that innovative risks are a significant obstacle and destimulator for innovations. They are taking place not only in bringing to market new products, but also in the implementation of the technological renovation of production, that forcing innovators to minimize the costs of technical equipment [9]. However, these obstacles for innovation development need clarification and amendments on the basis of acute problems and strains which inherent in the field of industrial relations.

These results should serve as a basis for determining alternatives to develop national strategies to improve innovation enterprises and its working people. After that, it is necessary to develop more detailed measures with taking into account the feasibility of introducing differentiated sectoral and regional policies of state regulation of employment and innovation of enterprises.

In particular, scientists isolated the factors that hinder the expression of innovation activity personnel of enterprises in this area:

- traditional policy of low cost of labor in Ukraine, that followed by employers: it is advantageous for employers to hire more workers with low wages than to buy new equipment and to invest in training and retraining workers, that adapting them to the needs of innovative enterprises and variable market demand;

- traditionally understated assessment of importance of work of innovative content in enterprises, organizations, institutions. This assessment was inherited from the time of a planned centralized economy, when difficult work of an engineer, researcher and inventor paid less than work of laborer;

- unresolved issues of intellectual property and copyright protection in domestic practice innovation;

- extended formal relationship to collective bargaining and their implementation. This eliminates the importance of improving of stimulation of labor innovators and the importance of improving working conditions for the performance of creative work [10; 11].

Persistent negative trends that are generated by the system of factors-destimulants of innovation observed in the innovative development of enterprises in Ukraine. Unresolved issues of innovative development of enterprises are the risk for uncompetitive entities, especially in the stages of EU accession.

Prospects for overcoming the problems of innovative development should be linked, firstly, with the development of the competitive environment, increased demand for innovation at the macro level, and secondly, the progressive changes in stimulating innovation in the enterprises and the macro and mezzo levels. Thirdly, it should be linked with the dramatic changes in material promoting labor innovative content, the result of which has become increasing critical mass of inventors and innovators in all areas, the rise of creative and intellectual activity, forming the best opportunity to update knowledge and develop new ideas and projects.

Thus, the activation of innovation activity requires only integrated, multi-system approach, which is impossible without the close and fruitful cooperation of government officials, managers toward the formation of an effective mechanism to stimulate innovation in Ukraine.

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MODEL OF DETERMINATION THE IMPACT OF FACTORS ON REGULATORY POLICY

The need of government intervention in the market economy is an undisputed fact nowadays. One of the main tools of such process is the implementation of regulatory policy, the operation of which is possible only due to its mechanism, which includes specific and general principles, functions, software, directly stages of the implementation of regulatory policy. The purpose of mechanism action is assurance of objectives and main instruments of operating are leverages. In addition, it should be noted that the applying of certain instruments mainly depends on the situation, i.e a number of factors of external and internal environment influence on regulatory policy.

Regulatory policy research is researched by Ukrainian scientists: T.M. Melnyk, L.M. Bilozir, N.V. Osadcha, V.I. Lyashenko, Y.V. Shulyuk, O.V. Balabenko and others. Among foreign authors should be highlighted: M. Eyshera, R. Nola, L. Syurou, T. Lowe and J. Novakzika.

The purpose of the research is to study modeling of the system of factors impact on regulatory policy.

The model of factors impact on regulatory policy provides the allocation of appropriate groups. The factors are the target; changing or stabilization of which is the purpose of modeling. In the research these are goals of regulatory policy. Controlling factors are the levers of regulatory policy. Factors of external and internal environment are indicators.

Classification of factors is given in the research.

The group of systemic factors includes: the degree of order regulation of development and adoption of the drafts of legal acts in the field of management; scientific apparatus of exact sciences (system tools, modeling, etc.); level of state bureaucracy system; information and automation of system of adoption of regulatory acts; effectiveness of regulatory acts; level of communication of regulatory policy ensuring.

The group of globalization and integration factors includes state participation in the process of international economic integration; increased competition from multinational corporations; the impact of certain international regulatory organizations; membership in international trade organizations; harmonization of tax legislation Ukraine with the provisions of international law; impact of globalization in terms of providing access to new markets of products, the search for new technologies and equipment; changes in the commodity structure of the world market for high-tech products and others.

The group of political and legal factors consists of the influence of political organizations; state economic policy (the ratio of state regulation of economic relations with their market regulation); dominant ideology in society (socialism, liberalism); existing economic legislation; priorities of national security; political stability and public participation; trade unions in the country.

The group of economic factors involves dynamics of the national economy and industrial structure; national export potential and level of investment in the economy;

inflation; the share of high-tech innovative products; level of technical and technological base and development of venture capital; offshore financial centers and "tax heavens"; economic crisis.

The group of social factors includes unemployment and asymmetry in the labor market; corruption and level of social protection of the population; social tension in society; interstate and interregional migration.

The group of moral and professional factors contains responsibility and motivation of government employee; amount of knowledge, skills and training of the subject of regulatory activities; morality of government employees; level of spiritual education; cultural level of the population.

In fact, the most influential factors are social factors that indicate the appropriate direction of implementation of regulatory policy instruments. The least influential factors are the moral and professional factors that recognize the lack of attention from the state apparatus to staffing assistance of regulatory acts implementation and low spiritual and cultural level development of the population. Despite of the priority over other groups, economic factors have less influence compared to the social factors due to the lower value among the factors within the group. All other groups of factors are balanced on intra-group and inter-group influence.

For more detailed results of the effect of individual factors on the components of regulatory policies (leverage) and its purposes sensitivity analysis has been conducted [1]. The analysis determines the mutual influence of individual indicators. Based on a synthesis of theoretical studies, six groups of factors that influence on regulatory policy are summarized, improved and identified in the research. The intra-group impact is allowed to determine the contribution of individual factors on regulatory policy in general without interference within each separate group of factors and isn't allow to determine the effect on the components of regulatory policy that is more important.

Assessment of the sensitivity is allowed to determine in matrix form the degree of influence of each individual indicator (factor) on others in the selected combination set. In our case combination set includes three groups: factors of influence (six groups given above), leverages of regulatory policy and its objectives. It should be mentioned that a sensitivity analysis presents analysis in terms of stimulation and deflation. In terms of acceleration the measuring of factor impact in case of its strengthening on other factors is estimated. Regarding to deflation, analogical impact is determined in case of reduction of factor impact. In accordance to the calculation two indicators are determined: the degree of interaction (the product of the amount of the asset and liability) and the level of activity (ratio of the amount of asset and liability), based on which card allocation factors is plotted.

Leverages of regulatory policy have been described in detail in the research [2]. As for the objectives of regulatory policy, the need for their inclusion in the model is caused by the tasks of the research. As regulatory policy has to ensure achievement the objectives threw the mechanism where the key role belongs to levers. Methods, principles and types of assistance are the tools that direct on foundation and effective interaction of levers, which are the working parts of the mechanism of regulatory policy [3].

In a preliminary analysis, we have determined the regulatory policy objectives: achieving the highest possible balanced and sustainable economic growth through the development of a comprehensive socio-economic system; the formation of a

competitive national production; formation of decent living and working conditions of citizens, implementation of the social objectives of society; ensure the necessary level of integration of the domestic economy with the world to preserve the economic and social security.

By calculation of acceleration and deflation matrix, charts of placement of factors, levers and goals have been presented. It is allowed to obtain a generalized vision. The most active factors are globalization and integration factors: the activities of other governments, rapid growth of service trade, changes in commodity structure of the world market for high-tech products, the impact of globalization in terms of providing access to new product markets, the search for new technologies and techniques. The most active factors in the political group there are legal trade unions in the country. Instead, they are weakly interacting, that indicate their poor integration to the system, due to their nature.

Some factors have strongly interacting but an average level of activity, such as: existing economic legislation and level responsibility, political stability and motivation of government employees. Concerning to economic, social and systematic groups, these groups of factors were less active than others, majority factors are passive with medium or low activity.

Other factors have high interaction and the average level of activity, such as: the economic crisis, the level of the state system of bureaucracy and corruption.

Analysis of leverages is allowed to determine their level of activity and interaction. Unfortunately, among them there is no strongly interacting, that indicate low integrity of leverage in the system and their low response to factors and impact on the objectives. To the sector of average level of interaction and average activity for acceleration and deflation we included: public funding, tax burden, create favorable legal framework, social standards and the organization and legal regulation of activity.

Such leverages are active, but less interactive: staffing assistant, money supply, tax breaks / change of terms of tax payment (deferred / installment) / tax incentives, the ratio of local and state taxes, debt relief and tax debt installment for businesses are the majority of tax leverage.

All these objectives are included in the sector with an average level of activity and interaction, excluding economic growth, which has a high level of interaction. In general, it can be noted that for the achievement of regulatory policy objectives, reducing the negative impact and strengthening positive factors influence it should be increased the level of levers integration in the overall system that significantly increase their level of cooperation and as a result - the efficiency of their use.

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DISCLOSURE OF INFORMATION ABOUT ENTERPRISE AS A SUBJECT OF TAX RELATIONS

Financial reports should satisfy interests of its users to the fullest extent. According to Law of Ukraine "On Accounting and Financial Reporting in Ukraine" (1999) [1] the main objective of statutory regulation of accounting and financial reports is formation the uniform rules of accounting and reporting as a means of guarantee and protection of user's interests. In the National Statement (Standard) of Accounting 1 "General Requirements to Financial Reports" (2013) [2] the following definition for users of accounting is specified: it is physical and legal parties which need information about activity of the enterprise for decisions making. Information needs of users are various and comprises interests in the sphere of appropriation, sale and holding of securities, participating in the capital of enterprise, estimation of quality of management, ability of enterprise to execute the obligations, to material well-being of obligations of enterprise, determination of sum of dividends, that is subject distribution, adjusting of activity of enterprise and others like that. In accordance with these informative needs, it is necessary to determine informative possibilities of the financial reporting, that is possibility to satisfy them and volume of their accomplishment. Among these needs certain references to the informative requirements in the sphere of tax relations are absent, although implicit is circumstance that the important aspect of estimation of the financial state of enterprise must be an estimation of its tax potential and state of calculations with a budget.

Problems of forming of the financial reporting and methodological approach to its formation are in the spotlight of scientists of Ukraine [3-6]. But in our view, maintenance of the financial reporting in relation to disclosure of information about the place of enterprise in the difficult system of tax relations corresponds to quality descriptions and principles of preparation not in a complete measure and, unfortunately, this question remains out of eyeshot scientists and practical workers.

Information that is given to the financial statements should correspond to such qualitative characteristics: understandability, relevance, reliability and comparability. The requirement of appropriateness foresees that the financial reporting must contain appropriate information that influences on making decision users only, gives an opportunity in to estimate past, present and future events in time, confirm and correct their estimations done in the past. It is difficult to deny, that exactly the right and duties of enterprises as taxpayers have substantial influence on the decision making of users in the financial reporting.

In addition, a necessity of information disclosure about the tax relations of enterprise is the consequence of two principles of preparation of the financial reporting: to principle of complete presentation and principle of continuous activity. According to principle of complete presentation, the financial reporting must contain all information about the actual and potential consequences of operations and events, which can influence the decisions made on its basis. In native practice, the fullness is provided by the requirement of continuous registration of facts of financially economic activity. Also in accordance with this principle, the financial reporting is not limited to balance only, report on financial results, report on a property asset and report of cash flow, but also contains notes that give additional information. It is rational to include into the list of notes of the annual financial reporting a separate paragraph "Description of implementation of the duties by the enterprise as a taxpayer and observance of its rights", where should be specified three tables: Table 1 "Qualitative characteristic of the state of tax assessment at the enterprise"; Table 2 "Characteristic of the calculated

and paid taxes (dues and obligatory payment), financial penalties in the reporting year"; Table 3 "Results of accounts reconciliation with the budget with the authority of state tax service".

Approximate list of the generalized groups of indexes, which should be included into the first table, it should be formed taking into account the requirements of the Tax Code of Ukraine [7]. Accordingly, they should provide such information: Characteristics of the enterprise as taxpayer; Composition and structure of obligations according to calculations with the budget and state special purpose funds on taxes, dues and obligatory payments; Composition and structure of accounts receivable according to account calculations with the budget; Tax consultations; Audits of supervisory authorities; Tax notes – decisions; Unfinished procedures of administrative appeals concerning tax questions; Tax requirements; Tax lien; Administrative arrest of property; Deferred payment and deferral of money obligations and tax debt; Bad tax debt.

For example, concerning such specific situation as administrative arrest of property is important factor as disclosure of information: 1) Fact of the receipt of decision about arrest of property and estate inventory; 2) Property which was arrested including that which was arrested as full or assumed administrative arrest; 3) Fact of appeal by enterprise of decision of the manager of the authority of State service of enterprise concerning arrest of property in the administrative or judicial order; 4) Fact and grounds of termination of arrest of taxpayer's administrative property.

Content of financial reporting concerning information disclosure about the place of enterprise in a difficult situation of tax relations does not correspond to the needs of users in full, its qualitative characteristics and principles of preparation. We think that necessity of information disclosure about tax relations of the enterprise is the result of such qualitative characteristic of financial reporting as appropriateness and two principles of its preparation: principle of full presentation and principle of going concern. It should be taken into account that a considerable part of events that has place in economic activity of enterprise and connected with fulfillment of taxpayer's obligations, is nominal or can be classified as events after the date of the balance that requires comity of manner to it according to the determined order of its reflection in accounting and reporting.

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MAXIMIZING THE VALUE OF ENTITIES OF THE REGION IN THE IMPLEMENTATION OF PUBLIC-PRIVATE PARTNERSHIPS

Purpose and means of control of the economy of the region as an integrated economic formation significantly differ from the similar indicators of the corporate governance focused on its territory with business structures. If the purpose of the corporations of the strategic value-based management (VBM) is increasing the market valuation of business as a comprehensive measure of economic efficiency for its owners, for the regional economy such indicators are considered the calculated according to certain methods criteria of the efficiency of the socio-economic development. Thus, as the selective analysis of recent publications shows, there is some substitution of the formulation of goals of the development of the economic potential of the region methods of using more or less subtle tools of calculating quantitative values of the indicators, that in the present context, reflect not target, but only incident, residual, secondary parameters of the economic system of the region as a whole [1, 2].

The modern concept of the use of the system of the national accounts at the regional level is based on the enlarged representation of the essence of the economic production and income. The mentioned methodology, unlike scorecard balance system of the economics, which was based on assigning to purely economic sphere of material production, includes in its composition a wider list of social activities.

The mentioned methodology is based on the concept J. Hicks under which income is recognized as maximum amount of money, which in the case of acquisition for consumer goods and services does not diminish with the amount of accumulated wealth, does not entail the adoption of additional financial obligations, that does not make its recipient poorer [15]. The current system of national accounting of Ukraine successfully adapted described basic approaches. Today it distinguishes five relatively homogeneous groups of economic entities which are provided with a standard set of accounts registration of economic operations, which are connected with the formation, production, distribution, income redistribution, accumulation and preservation, acquisition of financial assets and financial liabilities adoption: non-financial corporations and quasi corporations performing functions of production of goods and non-financial services; quasi corporations and financial corporations performing functions of accumulation of free financial resources and offer them to investors under certain conditions; public administration, acting as the redistribution of national income and wealth, providing free services; households acting as the purchase of goods and services in the market, form the offer and meet the market demand for labor; non-profit institutions serving households (social, political and religious organizations that provide free services to their members).

The analysis of the relationship of institutional sectors is based on the generalization of opposing economic value streams that operate between them. Last reflect on the relationship between compensation value (goods, services, labor and assets) or transfer intersectional relationships without compensation.

Despite the objective prerequisites for a harmonious combination of the interests of the regional administration and private corporations that operate in the territory, in practice there are often differences in the positions of the parties on issues of business participation in social development of the region. According announced in the State Strategy directions of forming the regional development up to 2015, high social responsibility of business, which manifests itself in the adequate level of wages, ensuring a stable flow stream of tax payments, the development of the industrial base

of suppliers of raw materials and components, should not only contribute to the economy of the region in general, but also have as a consequence a steady increase of business value. [16] The task of the local administration in this case is to encourage the social responsibility of business in the “oppression” of interests of owners by providing socially responsible companies for additional support measures, incentives and more.

Cost methods of evaluating the effectiveness of regional production activities require appropriate adjustment. They, unlike accounting and bookkeeping, statistical models must take into account parameters such as the value of capital, required rate of the profitability of its owners, the actual cash flows.

So we recognize that the region is the territorial administrative unit of the unitary state of the country, which has a relatively complex set of separate natural, socio-economic, national, cultural and other conditions of heterogeneous technology enterprises and industries. Consistent reform of the regional economy, besides requiring the observance of a number of special conditions of exercise, can fully be based and successfully carried out only on the renewed paradigm of the region as quasi corporation. Only in this case, the control system can be fully focused on:

- the accumulation of the growing quantity of functions and amounts of financial resources that earlier before were included to the center (the purpose of the activity of the region as a quasi-state);

- the formation and development of the local market, which has borders (area), which are specified with the general conditions of economic activity (business climate), peculiarities of the local conditions of various goods and services, labor, credit and financial resources, securities, information, knowledge, etc. (the purpose of the activity of the region as a market);

- the achievement of positive dynamics of parameters of the quality of life of the territorial communities that is ensured with the stable and balanced reproduction of social potential of the territory (labor resources, education, health care, culture, environment) and the population settlement system (the purpose of the activity of the region as a society) [17].

An indicator of the effectiveness of the regional development (quasi corporation) as a major subject of property and economic activity, the member of competition in the markets for goods, services, capital cannot be only the value of gross regional product (GRP) and other indices that are narrowed calculated on its basis. Given the fact that the index of GRP cannot take into account the production of “non-market” goods, it may play limited role indicators of economic growth but not development. Intensive use of methods of economic (rather than financial) management of the development of the socio-economic system of the region as a whole, the purpose of which goes beyond the simple accumulation of resources and more associated with the optimization of institutional structure and reduced transaction expenses, provides the opportunity to maximize the usage and thus, the target growth of total assets, which are concentrated in the area.

One of possible approaches to calculating the economic evaluation of complex regional socio-economic development is the technique of The European Commission Directorate-General Regional Policy (ECDGRP) [18]. It is based on the disparate simulation of the value in two competitive strategies formed as derived from local institutional environment and the nature of the regional natural, human and other resources (regional share of “national wealth” in the natural capital, produced assets and human resources:

- regional administration stimulates private investment, working directly with businesses and potential investors;

- focuses on the elimination of disproportions in the development of regions by increased attention to the formation of the public sector, untargeted development of

infrastructure and solving social problems through lobbying local interests and fundraising budget [19].

Strategic development of regions in the first type is determined by factors of local importance – infrastructure, population, social, cultural features, and the possibilities of their usage for the formation of the economic model of production and services with high added value, taking into account trends in demand in the global market. For citizens the value increase (competitiveness) of the region receives expression in the ability to provide employment, safety, high level of income and life. Valuation “bandwidth” (aggregate production, specialization, types of enterprises and businesses, the dominant form of ownership) of the region is formed in its major part as a result of the operation of enterprises related to the production types of economic activities (PEA) (total wages, comprehensive income and mixed income, the cost of “local market”, revenues from exports).

The source of the formation of a high level of competitiveness of the regions of the second type is the flow of regional transfers, as well as “non-market” part of the gross regional product (GRP) and its most important element – the regional gross value added (RGVA). Regional transfers include alternative sources of income, such as from the sale of assets to nonresidents, recalculation of pension and other social benefits, recalculation of migrant workers. Non-market component of RGVA provides receipt of public funds that can play a significant role for the region with limited abilities of self-development.

The evaluation of the economic value of the region, as noted above, can be fundamentally accomplished on the basis of the approach to measuring the value of investment active quasi corporate diversified company using the tools of corporate finance and the theory of management value. According to the published approach, the region is considered as an analogue of diversified holding company – the subject of competition in the market for goods, services, capital with a limited set of macroeconomic tools.

In the first stage of determining the value of quasi corporation the financial analysis is carried out using the totality of its assets.

Certain steps of the first stage of evaluation are:

- first – defining total investment expenses (the amount of total assets, initial costs, changes in the value of working capital during the time of the investment project);
- second – calculating total operating expenses and income;
- third – defining the financial rate of profitability on investment. The indicator, used to assess the cost-effectiveness of the project, is the financial net present value of the project (FNPV), and also the financial internal rate of return (FRR).

Herewith FNPV is calculated by the ratio:

$$FNPV = \sum_{t=0}^n a_t S_t = \frac{S_0}{(1+i)^0} + \frac{S_1}{(1+i)^1} + \dots + \frac{S_n}{(1+i)^n} = \sum \frac{S_t}{(1+FRR)^t} = 0,$$

where S_t – the balance of net cash flows over time t ;

a_t – financial discount factor for the relevant period. FRR index is defined as the discount rate that achieves zero FNPV;

- fourth – identifying the different types of funds in the calculation of total financial resources of project implementation. Clarifying power of different sources and calculation of the difference between the inflow and outflow of funds shows a deficit or a profit of accumulated during the period of the project funds. It is recognized financially stable if the cumulative cash flow during each of the years taken into calculation, greater than 0;

- fifth – defining Financial rate of return on national capital – FRR (K).

The instrument of evaluation of the effectiveness of the influence of separate programs of the strategic development for the region's economy as a whole, the so-

called “Economic efficiency”, as opposed to “financial efficiency” for the private investor advocates the cost-benefit analysis (CBA). The use of shadow prices of alternative use (Fig. 1) provides for the explanation of social deviations assessment of costs and benefits from similar assessments for investors by taking into account the impact of taxes and externalities as a result of implementation:

- fiscal (tax) adjustment – “cleaning” of prices of factors of production and products, which are made, of VAT and other indirect taxes, “cleaning” prices of resources from direct taxes; exclusion of the social payments to employees from the calculation; elimination of the effect of indirect taxes (subsidies), which are designed to adjust some negative externalities by preventing their dual credit;

- the monetization of the impact of externalities, external costs and benefits that are not included in the stage of financial analysis by the method already mentioned ECDGRP [20, 144]: actual expenditures to prevent environmental degradation (expenditures that are averted); impact assessment of the quality of ecosystems to meet the ownership of real estate; assessment of the high-quality rest; assessment of the attractiveness of external benefits; assessment of the relationship between negative impact of business on the environment and the worsening of individual welfare;

- analysis of the contribution of individual investment projects in the region’s economic development through successive steps:

- first – offset adjustment of prices of resources and products that are made in the process of establishing their real value, taking into account (if necessary) additional indirect effects on the economy of the region. Implemented by calculating the actual deviation from the marginal cost for products that are not subject to sale or the customs value of goods, sold at market prices, and the actual salary adjustments with regard to unemployment in the region;

- second – discounting the anticipated social costs and benefits. To select the discount rate one of the approaches can be selected:

$$STRR = L + \rho + \mu \times g,$$

where STRR – social time preference rate, discounting of the future social costs and benefits, refusal from the current consumption for the benefit of the future consumption;

L – the risk of death (other extreme events), which is associated with complete loss of income;

ρ – the rate of discounting net individual time preferences of the current consumption in relation to the future for its constant level (equal to 0 if for any positive levels of return on investment savings rate will remain unchanged at $1/\mu$;

g – annual growth of the personal consumption;

μ – elasticity of the marginal rate of consumption [21], or

$$SDR = \alpha \times SOC + (1 - \alpha)SRTP,$$

where SDR – the weighted rate of social discounting, taking into account alternative sources of funds for investment projects, the price of investment resources being withdrawn from the private sector;

α – share of budgetary resources that displace private investments;

SOC – alternative social opportunity cost of capital, the shadow value of capital, internal rate of return of the best alternative of usage of funds in the private sector;

$(1-\alpha)$ – the share of resources that reduces current consumption;

third – calculating the outcome of economic indicators (economic net present value, economic profitability, ratio of cost / results) complex financing schemes for the method of determining the Adjusted Present Value (APV), cash flow to assess the budget efficiency investment projects [22].

Thus, increasing the economic value of the region is possible only in the implementation of both financial (in terms of investors’ project) and cost (in terms of regional development) viable investment projects.

Despite the high level of detail of the value concept at the level of quasi corporations using similar approaches in the course of maximizing the value of the region is quite problematic.

The structure provides an opportunity for a separate analysis of the internal factors of value creation and the factors shaping it by cluster or synergistic effects. This premiums (discounts) contain valuation measures, actions, links and other elements of institutional capital, formed as a result of the administration in the field of economic development. The main elements of the regional economy, which can be used by regional administration are: tax and tariff policy; budget spending (procurement, investment); attracting national funding; lobbying interests of companies at national level; policy in the sphere of public value and resources; license, regulations [23].

It should be borne in mind that the full economic development of the region in a coordinate system “of private business – public administration – population” provides for natural purposes persecution of its members:

- Firstly, the activities of local authorities, distributing its administrative, financial and other resources is to achieve the strategic objectives and priorities of development, focused on formation benefits primarily of non-cash nature;

- investors form the situation in the region by selecting options most efficient and least risky investment allocation of resources, which are based on sectoral preferences, development of the infrastructure, created by power conditions for early growth businesses;

- population chooses the places of residence and work, focusing on the level of wages formed in the region, working conditions and living standards.

Recent research related to the efficiency analysis (quasi) corporate activity in the coordinates of corporate value, while providing for consideration of the interests of not only the owners of capital, but also suppliers of the non-financial resources (material, labor, intellectual) [24]. Thus, the potential conflict of cooperation of individual participants of the trilateral cooperation process (specifically, business and government) is the fact that regional authorities are not directly interested in the growth of the value of business that has, above all, the purpose of achieving their goals: reducing unemployment, maximizing flows of tax payments, the possibility to shift the part of the functions of social security of the population of the region on business and so on. Balancing, at least in part, of the interests of private business and government is possible while taking into account flows of their costs and benefits in terms of the theory of non-cooperative games J.F. Nesh [25].

For the formal expression of possible strategies for the development of relations we will accept the following notations:

τ – flow of benefits that are in the case of growth of investment activity;

CSR – costs within the business to ensure social responsibility (positive effect in terms of administration);

B – flow of benefits for business, the cost of administration resources to ensure favorable conditions for development.

	Progressive government position	Passive government position
Socially responsible business	$B - CSR; -B + \tau + CSR$	$-CSR; \tau + CSR$
Aspect solely on creating shareholder value	$B; -B$	$0; 0$

According to calculations, even slight attention to the consideration of the objectives of investors in decision-making bodies creates conditions for Pareto – increase of the level of the welfare of not only private investors but also the population at the expense of effective action regional administration [26].

Index GRP per capita, that enough informative displays actual efficiency of the regional economy, poorly suited for the analysis of the alternative variants of the development and strategic planning. Similar to corporate finance, this figure corresponds to the EPS (Earnings per Share) – net profit per share. Index GRP per capita, the share value of efficiency, achieved in the current period due to the specifics of calculation does not contain information on the cost of capital, which in the final analysis, is financed by citizens through taxes and reduced current consumption, as no information on its efficiency (capital) use. At the project level, this problem is solved through the use of investment techniques CVA analysis of the economic potential of the region. In the course of its implementation, the purpose of the development of the region may be determined increasing of the efficiency of using assets in its economy that ensures the welfare of owners of these assets, provided that it does not violate the current and future interests of the latter institutional units (including the population of the region). The most optimal conditions for the economic development are provided in the mix of development strategies of business units operating in the territory and the economic development strategy for the region. The mechanism of combining the totality of interest is the direct involvement of medium and large businesses in the development strategy of the region directly, other agents – indirectly, through the consideration of the main positions of regional strategies in the process of developing their own.

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**DECENTRALIZATION OF VOCATIONAL EDUCATION:
INTERNATIONAL EXPERIENCE AND PROSPECTS OF
IMPLEMENTATION IN UKRAINE**

The training of highly qualified professionals and skilled workers is important for the purposes of implementing innovative economic development. That is why vocational training is a high priority task of the state policy that involves its transformation according to the needs of innovative development of Ukrainian economy and current requirements of the world's labor markets.

The occurrence and existence of vocational training are connected with the needs of the national economy. The period of market reforms in Ukraine negatively affected the development of vocational training of the workforce, namely it caused the decline of functioning in this system of industries skilled workforce, and an imbalance between the amount and quality of workforce training and needs of the national economy.

The statistics show that the level of un-employment of vocational school graduates in most regions of Ukraine is very high. This indicates either lack of demand for newly employees in regional labor markets (which is very doubtful, because the need for worker's technical skills is always required), or the mismatch of quality of professional education to modern industrial needs, including outdated material basis of educational institutions. Current economic situation in Ukraine shows that the demand for specialty of workers is unsatisfied already over a long period. At the same time, the unemployment rate of certified workers is the highest among other professional fields. Therefore, Ukrainian VET institutions are not able to give students the skills demanded by the labor market. In addition, a very serious problem is the lack of funding for vocational education and training.

Most developed countries chose to decentralize funding of VET schools. Thus, the responsibility for the implementation of various areas of training were put not on the central government, but on the local governments. Local governments must regularly control the needs of local businesses to find opportunities for cooperation with business in the area of educational services and efficiently distribute money of their own budgets. As a result, the diplomas of foreign VET graduates meet the acquired skills and knowledge, that employers highly demand, and the level of involvement of European youth in vocational training is much higher than Ukrainian.

European experience shows that the state budget is not the only source of funding for vocational education. In countries with successful reform of VET representatives of relevant institutions, local authorities, local businesses and industry lead an active dialogue. All parties are interested in the development of vocational education and they determine what professions are needed. In order to use resources more efficiently, the mergers of vocational schools for creating big training centers are applied. In the center of Denmark, the association with the training of the Ministry of Labor and traditional professional colleges under the Ministry of Education is made. On their base, they have created large educational institutions under the auspices of the Ministry of Education. A similar approach was applied in Estonia. There the network of vocational education and training was reorganized in order to create big training centers.

The process of decentralization is closely linked with the political, economic and social transformation at the state level, the level of regions, districts and communities. In the field of educational services, decentralization should include a full-scale reform, in which not only the optimization of the network of educational institutions should be carried out, but also the updating of training according to the needs of regions.

The transfer of authority and funding to the local level must be accompanied by the optimization of the network of educational institutions and training system. In addition, funds from unpromising areas should be redistributed on a more progressive according to the needs and perspectives of the region. It is also necessary to change the principles of public order, start training for new professions, as well as change the profile of education according to the needs of the labour market. This process obviously, is rather complicated, because it requires retraining and replacement of teachers and administrative staff of vocational schools and administrative staff in the region.

However, decentralization is justified, because it will bring positive effects, in particular:

1) decentralization will increase the flexibility of the institution in faster responding to the needs of the regional market;

2) improving of the quality of vocational training through better adaptation of curricula to local conditions, increasing of students' and teachers' motivation and improvement of community readiness to participate in the financing of educational institutions;

3) empowerment of decision-making to local authorities and service providers of vocational training, which will enable to manage the planning and delivery of personnel by vocational system for the best promotion of initiatives proceedings of economic development of the region.

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PECULIARITIES OF INTERPRETATION OF THE CATEGORY "LABOR MARKET"

Prolonged economic crisis in Ukraine leads to production decrease having a negative influence upon the employment of the population, and, as a result, the number of the unemployed grows rapidly, labour productivity decreases, the imbalance in the labour market increases. Meanwhile, the labour market transforms quickly, its development has specific features and characteristics in terms of movement to innovative economy, causing changes in the content of labour and the structure of employment. These processes have a greater impact on creating demand in the labour market imposing fundamentally new requirements for employees, their knowledge, competencies, motivation, choice of profession and employment forms. Theoreticians and practitioners think over and over again of the essence of labour market searching new approaches to overcoming the contradictions arising in the interaction between employers and employees. The necessity of deepening the essence of categorical apparatus of labour market, deep understanding of the specific features of its development is still relevant nowadays.

The publications of S. Bandura, O. Volkova, V. Heiets, T. Zaiats, V. Blyzniuk, O. Hrishnova, A. Kolota, E. Libanova, L. Lisohor, V. Onikiienko, I. Petrova, V. Petiukha, M. Semykina, L. Shaulska and other Ukrainian scientists confirm the urgency of the problem of Ukrainian labour market and an urgent need of constant study of its development tendencies in globalization. The phenomena of inefficient employment, rising unemployment, the tensions of industrial relations reinforce the need for the advanced study of the essence of labour market and the controversial issues of its development. The investigation of the essence of labour market is also relevant in terms of epistemology.

The epistemological analysis of the categorical apparatus of labour market requires deepening. The modern features of Ukraine labour market functioning, the determinant trends of its development, the directions of regulatory impact on labour market for the benefit of employment legalization require a separate study.

The goal of the problem is to systematize the scientific ideas about the nature of labour market and its diverse development, deepening of the epistemological analysis of "labor market" and "labour market development" categories from the standpoint of the present.

The analysis of scientific literature shows that the problems of labour market is always in sight of scholars, because the labour market serves as an indicator of social and economic reforms. However, theoretical analysis shows a wide range of scientific approaches to interpret the essence of "labour market" category; the most common are the following:

- an institution or mechanism that combines, brings together the buyers and sellers of "labour force" product [1, p. 77];
- a "system of socio-economic relations between employers, the owners of production means, and people, the owners of labour force, to meet the demand for labour of the first and for jobs being the source of livelihood of the latter" [2, p. 12];

- “a system of the exchange of individual abilities to work and the fund of social values necessary for the reproduction of labour force” [3, p. 14];

- a special market, which is the sale of labour services as a specific product that allows an employee to fulfill a certain amount of work (employment services) of certain quality at the conditions of an agreement (contract) within the required time, getting income [4, p. 96];

- a system of special interaction of market supply and demand, which results in a certain amount of employment and the cost of labour services; it is the reconciling of the interests of employers and the real and potential employees about the amounts and terms of labour, which is based on demand, supply, price, competition, labour redundancy and labour mobility [5, p. 17].

It should be noted that the interpretations listed do not contradict each other, but complement and enrich the understanding of the content in this category.

At the same time, one of the traditional ways of learning different philosophical categories and concepts, along with anthropological and ontological, is epistemological one. Epistemology (Ancient Greek “gnosis” - knowledge, “logos” - teaching, science) in the traditional sense is the type of value operating, which aims at establishing meanings relevant to the elucidation of the phenomenon of interaction between opinion and fact, opinion and event, thought and the essence of life, which it interprets [6, p.157]. In other words, the epistemological analysis provides the substantiation of the reality of an object existence, its compliance with those properties, forms, and features that are attributed to it. Epistemological approach to the analysis of the labour market concept is important in terms of the need to form the *interdisciplinary paradigm* of its research. The labour market is increasingly becoming a subject of economists’ study due to its importance in the economic (production) processes. It is the study of the labour market in public administration as an object of influence, a factor of socio-economic development of countries, regions and settlements. Other disciplinary perspectives, each in its own way, reveal the specifics of the labour market as a category denoting “something”. Epistemological analysis of the concept of the labour market makes us think about what it actually is: a meeting place for an employer and an employee – a real picture of the market as a physical object; a mechanism, a system – an abstract picture of the market as what occurs during the interactions of different subjects. Similarly, there may be controversy over the reference of the market to certain spatial conditions. In different spatial and temporal dimensions, labour market may manifest itself quite differently and more - lose its traditional features (e.g. the labour market of mono-specialized cities; for them, labour market does not meet all the features, and in case of branch crisis, it actually loses its functionality).

Updating the philosophical foundations of studying, the labour market as, primarily, an economic category is caused by the need to form a new perspective on the process of its development. Therefore, the formation of interdisciplinary paradigm of the labour market study is an important task, which allows scientists to clearly separate the functional significance of this category in the various fields of knowledge (Fig. 1.1).

Philosophic and economic approach to the study of the labour market allows using general philosophical approaches including epistemological for deeper understanding important economic categories. We know that the basic question of epistemology as a philosophical direction is to determine recognizability of an object,

its real existence. Therefore, epistemological analysis helps to find the real forms of labour market, at present (in statics) and by retrospective and prognostic estimates (in dynamics).

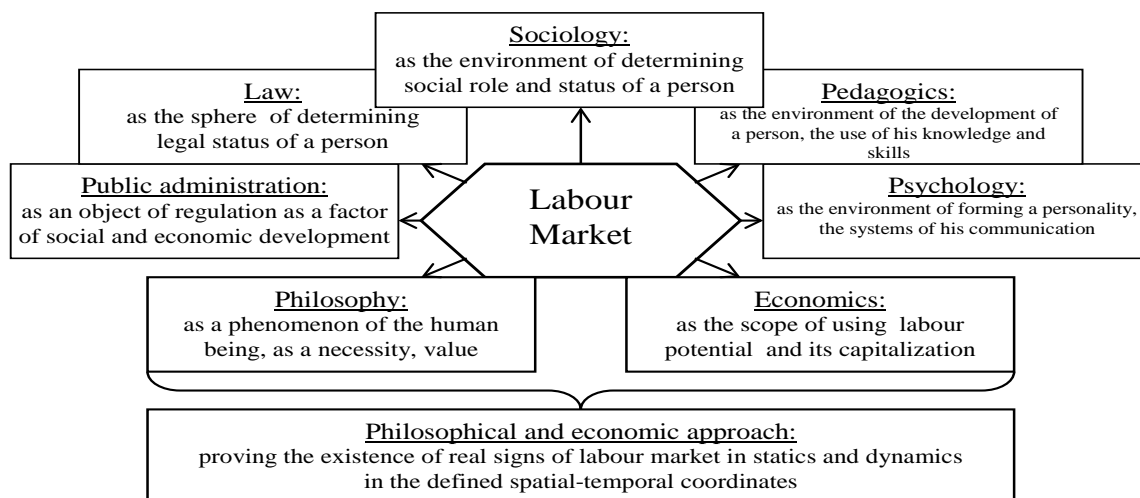


Fig. 1.1 – Interdisciplinary paradigm of determining the essence of labour market

*Source: authoring

According to the theory of philosophy, the modern science of epistemology is known to be based on the following fundamental principles: the principle of objectivity; the principle of knowability; the principle of active creative reflection; the principle of dialectics; the principle of practice; the principle of historicism; the principle of truth concreteness [7]. Hence, the epistemological analysis of labour market and its development process directs to clarify the following concepts: an object, a subject, characteristics, development, etc. with the final determination of their validity (Table 1.1).

Table 1.1

The main epistemological issues with specific labour market study

№	Fundamental issues of epistemology	Concepts in the study of the labour market
1	Object	Labour market
2	Subject	Institutions-subjects (employer, including self-employed, worker, mediator), institutions-regulators (state, public)
3	Knowability	Signs of labour market (conditions: demand, supply, price, structure, infrastructure, competition), functionality
4	Reflection	Spatial dimension: global, transboundary, national, regional, local labor market Time dimension: permanent, temporary
5	Dialectics	The development of labour market (change, transformation, modernization, innovation, etc.)
6	Practice	Labour, work, economic activity, employment, self-employment, unemployment, disability, etc.
7	Historicism	The formation of market, a retrospective of development (a combination with dialectics)
8	Truth	Value, purpose, result

In epistemological analysis, the central aspect is an *object of cognition* as the fragment (part) of any reality (natural, social, subjective, mental, emotional, etc.), that, at the moment, does not coincide with intelligence which cognizes, and at which cognitive activity is directed [8, p. 238].

The epistemological analysis of labour market concept shows the necessity to find the subjects acting in it. In this case, these are institutes forming the system of social-labour relations related to hiring, use, reproduction of labour force and aimed at ensuring a high level and quality of life of an individual, groups and a society in general. Modern problems and peculiarities of Ukraine labour market reflect deep internal contradictions and features being peculiar to national economics, employment sphere due to the incomplete nature of the structural reconstruction of economics, political shocks, the poor control of social-economic policy in the labour scope, the distortion of social values, the weak mechanisms of state regulation, inadequate marketing techniques. The mentioned above shows the necessity of improving the state regulation of labour market, establishing active social dialogue to improve formal employment, ensuring the social responsibility of the state and business for the creating productive jobs.

The prospects of further scientific study should be associated with the development of the state strategy of national labour market development in terms of global processes and European integration.

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THE METHOD OF THE EVALUATION OF INTELLECTUAL POTENTIAL
 IN THE MODERN ECONOMY

Modern society has entered a new stage of economic development, in which the information and knowledge play a major role. Much attention is paid to intellectual component in the business. In Ukraine, one of the most priority development directions is the formation of the innovative nature of the national environmental. A large number of scientists and experts attributed the effectiveness of the use of intellectual potential as one of the key factors in the success of this process.

However, the very important issue is the evaluation of intellectual potential. Today there is no single approach to solving this problem among scientists. There is different methodology for assessing intellectual potential (index of human development, index of development of intellectual potential, the index of the knowledge economy, index of knowledge, etc.). The analysis of this index gives the author's method.

Based on the author's understanding of the structure of intellectual potential and the forms of its realization through various types of capital we have our personal vision of category «intellectual potential». In this way intellectual potential is the internal and external human capabilities, a company or society, that stating of human, institutional and consumer potential, and ensuring the formation of intellectual capital. Thus we propose the next classification of indicators to assess the intellectual potential (Table. 1).

The author proposes to merge these indicators into an integrated index - the index of intellectual development (IID).

IID will be calculated as the average of five partial indices, characterizing respectively the level of the development of education, science, innovation, information society, health and cultural component.

Table 1

The Classification of indicators to assess the intellectual potential

The Indicator	The main parameters for the assessment of the indicator
Human potential (HP)	<ul style="list-style-type: none"> - Adult literacy; - The number of students of educational institutions of higher education per 10000 people; - The proportion of students in the general population.
Creative (Innovation potential) (IP)	<ul style="list-style-type: none"> - The proportion of persons with an academic degree in the number of researchers; - Internal expenditure on research and development as a percentage of the gross regional product (GRP), the percentage value of the index in a year; - The number of graduate students per 1000 people employed population.
Information and communications potential (ICP)	<ul style="list-style-type: none"> - The proportion of organizations that are using the Internet (as a percentage of the total number of organizations that surveyed); - The proportion of organizations that are using personal computers (as a percentage of the total number of organizations that surveyed).
Vital potential (VP)	<ul style="list-style-type: none"> - The number of doctors per 10,000 populations; - The number involved in the health and fitness clubs, sections and groups of the population to 1000 people.
Cultural potential (CP)	<ul style="list-style-type: none"> - The number of viewers of professional theaters in the average for 1000 persons; - The number of visits to museums by an average of 1000 people; - Library fund by an average of 1000 people.

The partial indexes calculation will be carried out in the same manner as it is adopted in the calculation of the index of human development:

$$IID = \sum_{j=1}^1 a_j \frac{X_j - m_j}{M_j - m_j}, \quad (1)$$

where X_j - the actual value of the index, which describes the j -th element of human development;

m_j and M_j - the minimum and maximum values of the index, which describes the j -th element of human development;

A_j - the weight of the corresponding index IID element.

Thus, the author's method of evaluation of intellectual potential allows creating a system of control of the economy, to evaluate the influence of a factor on the change in IID. Using the index of intellectual development in the conditions of the innovative nature of economic development will allow time to identify creative opportunities. It will contribute to solving issues of development of new products, introduction of new technologies and other issues of innovation development of economy.

SOCIAL INNOVATIONS AS INSTRUMENT OF INFLUENCE ON QUALITY OF THE HUMAN CAPITAL

The international experience shows that progress in economic, social and innovative development is reached by the countries where the priority attention is paid to the development of the human capital and increase of its competitiveness. Now it becomes possible thanks to implementation of social innovations in various spheres of human activity, including education, professional development, employment.

The importance of social innovations in society requires the system of social innovations management. However, the solution of this problem is braked by the lack of theoretical and practical experience of social innovations management in Ukraine. Scientific literature still poorly discloses information on social innovations and their role in increase of the human capital competitiveness.

On the basis of generalization of a scientific thought we suggest to treat "social innovations" as a complex of initiatives, innovations, new services which have to be implemented regularly by the state, social partners, collectives, certain subjects of managing in various spheres of formation, use and development of the human capital for improvement of its quality and increase its competitiveness. So, we suggest to consider social innovations as the important instrument of improvement of the human capital quality on the basis of development of productive abilities of people in economy and the best satisfaction of social needs.

In the course of the research we suggest the systematization of social innovations which develops scientific approaches of V. Antonyuk, A. Novikova, D. Vayzer, A. Grishnova, G. Mishchuk and other scientists [1-4] (table 1).

Table 1

Types of social innovations in development and use of the human capital*

Classification feature	Types of social innovations
Depending on the sphere of formation, use and development of the human capital	In the sphere of employment; in education; in professional development; in social management; in health care; in culture; in education; in sport; in the sphere of life and housing; in the sphere of rest; in social protection, etc.
On the nature of changes	Radical, system, "modifications", "improvement"
On a form	Social reforms, projects, programs, services
On the results	Positive social innovations, negative social innovations
On rates of implementation	Slow, slowed down, quick, accruing, uniform, intermittent
On phases of reproduction of the human capital	Innovations in separate phases of reproduction of the human capital: (formation, distribution, use)
On intensity degree	Intense, uniform, weak, mass innovations
On application scale	1) scale, large, medium, small; 2) transnational, national, regional, local
On economic level	Innovations in mega-, macro, meso, micro, level of employee
On efficiency	Effective, less effective, inefficient
By types of final effect for the human capital	Innovation, accompanied by social, economic, environmental, moral, or integrated effect for the development and use of human capital

* It is developed by the author on the basis of development of approaches [1-4]

Our approach to the systematization of social innovations differs from already known by the division of innovations' types depending on a number of additional features – on spheres of activity, on the nature of changes (radical, system, "modifications", improvement"), on results (positive, negative), on types of final effect (social, economic, moral, ecological effects, the integrated effect, etc.).

On the basis of this work we suggest the system of methods of implementation of social innovations which details them according to contents, purposes, spheres and forms of implementation, the expected results and effects of innovations in development and use of the human capital at the different levels. This allows to increase the validity of administrative decisions in questions of implementation of social innovations, without allowing losses in development of the human capital.

The role of social innovations isn't identical at various economic levels. For the certain person the social innovation can be shown, for example, through improvement of working conditions, stimulation of individual labor and innovative activity, intellectualization of a workplace, content of work. It leads to change of a mentality, opportunities of needs satisfaction, development of certain abilities, formation of certain traits of character, valuable reference points, respect for certain ethical standards of behavior.

For the group of people (the collective or team) the social innovation can be realized through the change of a way of interaction, communications, organization of activity, work management and so forth.

For the population and its groups, the social innovation is a change of the relations of property, a way of production, the sphere of activity, infrastructure, informatization, culture of public behavior, access to quality education, high-quality medical and social services and so forth.

Eventually, social innovations influence satisfaction of priority social needs, motivation of professional development, increase of advantages in the human capital quality.

In our opinion, management of social innovations will become effective only under a condition when social examination of consequences of social innovations is provided. The development of packages of address social innovations has to become an important issue too. On the basis of the research we conclude that in the conditions of crisis and lack of sources of financing, social innovations have to be versatile, economical and intended for the least competitive workers (youth, women, senior citizens) or persons who are looking for work.

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SOCIO-ECONOMIC MECHANISM OF IMPACT ON THE DEMOGRAPHIC PROCESSES AT A MICRO-LEVEL

The present day demographic situation in Ukraine is characterized by permanent tendencies in the increase of death rate level, decrease of birth-rate level, senescence of population and an increase of the level of demographic loading on one employable person. Considerable reduction of population due to both natural and migration factors compared to the world demographic boost makes it possible to view the situation not only as one of gradual extinction of one of Europe's largest territories, but also as a precondition of economic disasters, among which, in particular, are the drop in both native and foreign investments, labour force reduction, decrease in the number of entrepreneurs, "idea generators", consumers. This is all bound to cause the lessening of bulk of actual internal production. The modern world with its socially orientated outlook, high information level in society relations and further globalization tendencies in economics does not permit such complications.

Demographic complications in a separate country produce an unfavorable economic climate in the region as a whole, make fruitful economic cooperation with neighbouring countries virtually impossible. At the same time demographic expansion due to migration of population, to increase in the amount of aliens and to diminishing of proportion of indigenous population is also a menace to the economic safety of the state, because it increases the dependence of economy of the state on the presence of external labour resources [4, p. 6].

Labour resources and the potential of internal market of a country or a region are first and foremost influenced by the amount of population. To some extent it also determines the volume of the internal gross national product, although this dependence is not a direct one: the dominant influence on it is exacted by other factors (for example, work productivity) [6, p. 79].

We propose first of all to define subjects of socio-economic impact depending on their level: 1) macro subjects; 2) subjects of microeconomic impact (hereinafter – SMI); 3) subjects of action at different levels (hereinafter – SADL). It is necessary to specify that macro subjects influence not only aggregated economic indicators, but also their separate components. At the same time, SMI changes the state of every separate subject of microeconomics, not always substantially changing general conditions at a macro-level. The situation is complicated by the fact, that in the form of a demographic policy of the state, the necessity of influence on demographic objects on a macro-level by the subjects of state influence and scientific search is not fully realized. However, the level of scientific research and realization of demographic policy at micro-level does not correspond to the present demands. The sphere of SADL includes trade unions (a particular trade union at the level of a particular enterprise as well as a federation of trade unions at the state or regional level), market mechanism at the level of a separate commodity (with an inelastic demand first of all) and at the level of aggregated indexes.

Realization of microeconomic demographic policy on the basis of which the influence on demographic processes at the level of separate economic subject (firms, households) is carried out, makes it possible not only to introduce the results of

development of the government socio-economic programs, but also to the productivity of work of an enterprise, to create more favorable psychological production climate, to improve relations between leaders and subordinates and to decrease the amount of conflict situations.

The general operational structure of a socio-economic mechanism was formulated by I. Prybytkova: “the concept which explains progress of population trends is based on a triad of “socio-economic conditions – demographic conduct – intensity of demographic processes”” [5, p. 4].

Thus, the humanistic approach to manage an enterprise and to household activities, combined with high level of economic efficiency of these subjects and with determination of demographic priorities of economic activity of a micro subject are able to assist in the improvement of the national demographic situation.

1. GENERAL THEORY OF POPULATION	
2. ECONOMIC	REGIONAL
DEMOGRAPHY	
3. REGIONAL (NATIONAL) DEMOGRAPHIC POLICY	
4. MICROECONOMIC DEMOGRAPHIC POLICY	

Figure 1. Conglomerate of theory and policies in the process of determining socio-economic priorities

Source: developed by the author

Among specific socially-demographic aims of activity at the micro-level are:

- increase, or at least preservation of mathematical quantity of the human constituent of micro objects, its biological and intellectual parameters with the aim of raising the level of its economic participation and its productivity;
- creation pre-conditions for expansion of scopes of production or other economic opportunities of households or enterprises, including those due to the expansion of influence of intellectual-biological factor;
- strengthening social structure of society through economic development of households (families) and socialization of organizational and production relations at enterprises;
- creation of social humanistic approach as a result of realization of the three previous aims.

Among the subjects of socio-economic influence, beside the already mentioned family and enterprise, we consider to be bodies of state and local government which operate primarily through the mechanism of realization of the indicative state planning.

It should be remembered that a person or a family can be the objects of simultaneous socio-economic influence at a number of levels: as elements of privately owned household, as hired workers of enterprises, as trade union members, as objects of government economic policy, as objects of social and charity programs etc.

The contents of socio-economic policy in firms differ in different countries, because to a great deal, it is determined by the system of government control of entrepreneurial activity and social position of workers, and also by the role, played by the trade unions and different public welfare organizations [2, p. 66]. The level of socialization of economic activity of a firm as concerns the hired personnel is determined by:

- the form of ownership of enterprise, and for the state-owned enterprises – by the state demographic priorities if there are such;
- the profitability level of an enterprise (presence of a material base for demographic stimuli);
- the health hazard level of economic activity of a firm (organizational pre-conditions for personnel health deterioration);
- level of intent of leaders/owners on gaining super profits and by their attitude to keeping to the state regulations on work time and wages.

The increase of production profitability ensures financial resources, as well as a successful implementation of socio-economic and ecological programs. These include the extended reproducing of competitive production in a region, financial stock accumulation, strengthening of tax potential, improvement of demographic situation and of population in the context of harmonization of regional and national interests [1, p. 92].

Economic results of household activities under the conditions of the present day mixed economic system ought to be examined as results not only of the activities of the indicated subject, but also of state interference with economic processes. It is a household which is one of the main subjects, and at the same time objects of socio-economic and biological influence on demographic processes, consequently the increase of its real income level can be considered as a certain stimulus to growth, or at least preserving of its number.

Taking into account the difference between the demographic category of “family” and the economic category of “household”, it is necessary to specify the following: the purpose of activities of a household as an economic research object is the most rational use of available resources (first of all, labour force) for maximum satisfaction of personal needs. Thus a household is viewed as an aggregation of people who carry out mutual economic activities. A family, as a demographic object, is viewed as a factor of population reproduction and as the main object of research. Its main feature is the presence of family relations. So, the categories of “household” and “family” are far from being always identical. We will here attempt to define the level of demographic participation of households of different types.

1. Individual households. The increase in their number may become possible mainly due to demographic redistribution (the individual is joined by a subject who belonged to the other household before). Such elements can assist the future demographic growth.

2. Unisexual group of households is not able to reproduce and to assist in the increase of population.

3. Heterosexual group households of married persons of reproductive age are a potential source of population growth.

4. Heterosexual group households of persons of reproductive age who are blood relatives (brothers and sisters). In case of the proper conduct, they also are not a source of population growth.

5. Heterosexual group households of persons of unproductive age, who also are not able to assist in the increase of population.

Among the main socio-economic and organizational actions of the state concerning the stimulation and increase of level of generative behavior of households we consider to be:

- expansion of sources of profit earning by assisting in the development of market infrastructure;
- assistance in the development of small and, in particular, family enterprises;
- environmental protection of population through the economic mechanism of influence on the level of environment pollution;
- aligning quality and availability of infrastructural-communal utilities and conveniences for city dwellers and rural population;
- promotion of healthy life-style;
- assistance in increasing career possibilities and creative development of a person;
- improvement of border and customs control with the aim to avoid death rate, disease and injury level growth due to terrorism, diseases imported by illegal migrants and low quality commodities;
- raise of medical service level, particularly prophylaxis and diagnostics, bringing its price level to the possibilities of official income level etc.

The conducted research allows defining demographic aspect priorities in the process of realizing economic policy at macro- and micro-levels. The demographic functions of an enterprise and a household we have specified as well as actions for strengthening their role, make it possible to formulate, at a theoretical level, some modern functions of microeconomic subjects, and, at a practical level, - to assist in the development of positive demographic tendencies at micro-level.

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SECTION 2

REPORTS OF POSTGRADUATES AND STUDENTS

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CURRENT TENDENCIES OF JOB INTERVIEW

Nowadays one of the most important tasks for a project human resources manager is providing the project with qualified specialists because the success of the project depends on every team member`s professionalism, personal qualities and talents.

Project selection of the personnel – is a research process of the potential team member at the base of personal qualities, knowledge, skills, abilities which lead to a decision about his/her conformity to deal with specific project tasks. The best result, generally, can be achieved when from a wide range of techniques used to assess people the most effective are chosen. Various methods have been investigated and it was found, that the most reasonable for the project team formation is an interview.

The job interview gives an opportunity to evaluate applicant`s skills and abilities and compare them with vacancy requirements, get acquainted with the person, to create the personal opinion about the candidate, to assess his/her demeanour and appearance. In addition, the interview is the fastest and the cheapest personnel selection method. It is usually carried out as a dialogue – two-way communication process whereby the employer and employee can get a good sense of one another. On the one hand, human resources manager can decide whether the applicant is able to work in the team, to take risky decisions and to take responsibility for them, is the potential candidate resistant to stress situations, whether his/her internal values coincide with company`s corporate culture. On the other hand, the job candidate can better understand the complexity of the future project tasks.

There are several problems connected with interview method such as inconsistency between interviewer`s questions and vacancy requirements, the prevalence of first impression, overestimation of received (positive or negative) information, emotive influence on making assessments. After all, the interview is fast, cheap and transparent method, where the success highly depends on professional skills of the human resources manager.

One of the most popular interview technique is the usage of extensive testing which includes:

- Testing on the basis of KSA (Knowledge, Skills, Abilities) system,
- IQ and EQ tests,
- Professional skills tests,
- Tests to determine the personal qualities according to the model of the "Big Five",
- Biodata testing to predict future job performance,
- Integrity test,
- Testing using socionics,

- Metaprograms analysis.

These test`s types enable HR manager to determine the competence level of the potential employee, his/her personality traits, motivation, professional skills and knowledge.

In conclusion, project personnel selection is a complex process which requires from human resources manager careful preparation and extensive knowledge of professional and psychological areas to evaluate the best potential employee on whom the success of the project will depend on.

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IMPACT FACTORS OF ENTERPRISES'S INVESTMENT ATTRACTIVENESS

Implementation of effective investment is an important element for economic development in a market environment. Sustainable economic development is impossible without modernization of production, introduction of modern technologies and new techniques. This requires significant investment. Today is very lack of investment, primarily because of low investment attractiveness of domestic enterprises.

Investment plays a key role in the fundamental economic processes of enterprises. Attracting investment provides scientific and technological progress, the rapid economic growth, an increase in economic activity of the country, region, company, etc.

The various financial ratios can be used to assess the investment attractiveness. Their composition is determined based on the objectives and depth of financial analysis. These synthetic indicators are turnover of assets, return on equity, financial stability, liquidity and other assets.

Definition of investment attractiveness requires special attention on the environment of the enterprise, which is located in a region of the administrative-territorial state. Prospects of enterprises in Ukraine, their product strategy limited to internal and external environment, legislative space. They are connected with the economic situation, the state of development of market infrastructure and others. The situation in areas and regions of Ukraine, the economy as a whole indicates a high level of risk exposure of internal and external nature under all potential targets.

Availability of full information about the area, the region and, in particular, economic conditions significantly affects the attractiveness of the company. Consequently, investment attractiveness can be seen at the country, sector, and region. So the investment attractiveness of enterprises will be determined based components of investment attractiveness at all levels [1].

The investment attractiveness is a combination of factors, the analysis of which indicates the possibility of investing in a particular object and obtain an effect of the transaction occurred. All factors can be grouped into two groups: indirect influence factors and factors of direct influence on investment attractiveness. The first group includes factors that are not affected by a particular company, they can influence only on the state level. The second group includes factors which the company can influence and change their performance characteristics, etc. (Table 1).

The direct influence factors that affect the investment attractiveness are the most significant for the company. The largest share of direct influence factors occupied the following: human resources, state property and financial resources, the amount of expenses that will positively influence the investment attractiveness of enterprises and investment income overall.

Table 1

Impact factors of investment attractiveness [2]

Factors of indirect effects	Factors of direct impact
Industry affiliation	Manufacturing program
Geographical location	Management accounting and controlling
Availability and accessibility of natural resources	Human resources
Social and political stability	Competitiveness
Economic stability of Ukraine	Competitiveness
Information field	Legal activities
Culture and education of the population	Availability of plan development strategy
Inflation	State property and funds
The level of incomes	Payment discipline
Competition	Capital structure
Ukraine's position in the global market	Availability of plan development strategy

The company's management produces a set of actions that form, coordinate and supervise the financial, economic, commercial, labor and other relations within the company to ensure its attractiveness considering the requirements of potential investors and environmental factors. Based on the main objectives and activities to ensure the investment attractiveness, we can distinguish the following functions of investment attractiveness of the company: planning; organization; motivation, evaluation and control; analysis; regulation; coordination.

It should be noted that the problem of assessing the investment attractiveness can be solved only after determining all factors affecting the level from the outside, - from the state, region and industry, and so that the mid part of the enterprise. Accordingly, evaluation of investment attractiveness should be carried out in two directions, taking into account external and internal factors influence.

Thus, the investment attractiveness of the company and the state in general plays a key and vital role in enhancing investment processes. The establishment of investors understanding of the company as an attractive investment - the formation of its investment attractiveness comes forward in the context of limited resources and intense competition among enterprises for obtaining resources, including financial. In turn, the role of determining investment attractiveness of enterprises is that potential investors need to convince the feasibility attachments using specific indicators that are calculated in the course of its assessment.

So there are a number of factors, both external and internal, that influence the formation and the level of investment attractiveness. Among them are those which may affect the company, including its own human resources, financial position, management accounting, payment discipline and more. Similarly, there are a number of those factors that are independent of the company, but may significantly affect its investment rating by creating additional obstacles or, on the contrary, favorable conditions for increasing investment attractiveness.

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QUALITY OF EMPLOYMENT: UKRAINIAN PERSPECTIVE

Changes in employment are happened because of integration to the world community and a system of market relations becomes in Ukraine. The response to global changes is the introduction of quality employment system.

Internationally, there is great interest in the issue of quality of employment. From the perspective of the International Labour Organization (ILO), the quality of employment is about prospects for career development; working conditions, safety and health, fair wages, opportunities to develop skills, balancing work and life, gender equality, job satisfaction and social protection. It is also about freedom of association and having a voice in the workplace. Finally, it is about securing human dignity and eliminating discrimination, forced labour, human trafficking and forms of child labour its.

These qualitative aspects of work and labour are largely covered by the concept of “Decent Work”, defined by the ILO and approved by the international community, as “opportunities for women and men to get decent and productive work in conditions of freedom, equity, security and human dignity”.

In 2000 in Europe, the promotion of quality of work was recognized as a priority for the Social Policy Agenda of the European Union. The edition “Measuring quality of employment: country pilot reports” was published by UNECE Task Force in 2010.

The ILO and the EU (European Union) have developed their specific frameworks, to monitor and develop policies of quality of work. Many indicators are identical in these frameworks, but there are some differences. The ILO framework covers all elements of the Decent Work Agenda and therefore goes beyond employment. Within the EU, framework is used for monitoring labour market policies.

The framework proposed by the UNECE (United Nations Economic Commission for Europe) Task Force and its indicators are designed to measure quality of employment from the positions of the individual or worker. However, there is also some element of the social perspective.

More specifically, the following seven dimensions are suggested:

1) Safety and ethics of employment: (a) Safety at work; (b) Child labour and forced labour; (c) Fair treatment in employment.

2) Income and benefits from employment: (a) Income; (b) Non-wage pecuniary benefits.

3) Working hours and balancing work and nonworking life: (a) Working hours; (b) Working time arrangements; (c) Balancing work and non-working life.

4) Security of employment and social protection: (a) Security of employment; (b) Social protection.

5) Social dialogue.

6) Skills development and training.

7) Workplace relationships and work motivation: (a) Workplace relationships; (b) Work motivation.

In our opinion, the quality of employment is the level of development of relationship regarding the use of the employment potential of the economically active population, which contributes to favorable environmental conditions for human development, harmonizes economic and non-economic aspects of societal life.

There are many social, economic and political problems in Ukraine now. Employment system can be described as poor quality. Plenty of problems in the system of employment in Ukraine are detected after analyzing a number of proposed indicators.

The number of persons whose working conditions do not satisfy the required sanitary-hygienic norms is steadily decreasing. However, this happens not due to higher investments of employers to the improvement of working conditions of their workers but because is steadily decreasing the number of staff members (personnel) in industry.

Official sector of employment does not provide the possibilities for enjoyment of the population needs. The financial solvency of employed population is at a low level in Ukraine. While the minimal wage has increased over the past 10 years at 4.7 times, this indicator in dollar terms fell down to 57.42 dollars in 2016 and decreased to the level of 2005 (Figure 1).

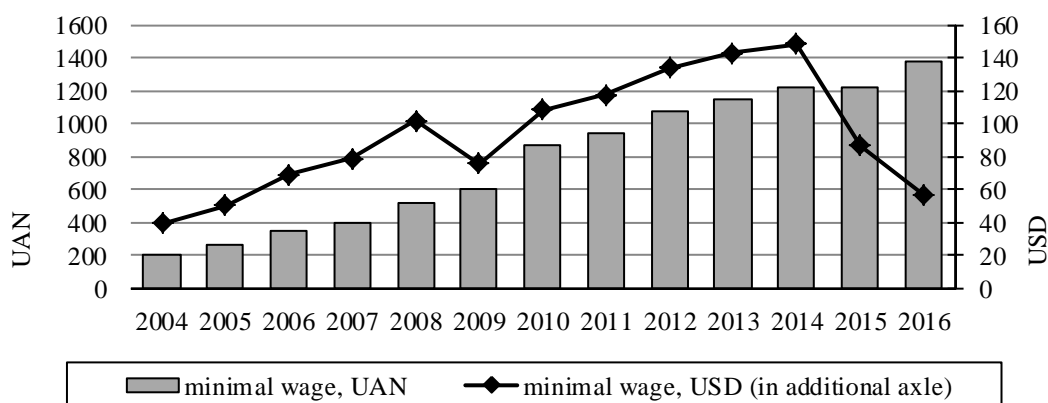


Figure 1. Dynamics of the minimal wage in Ukraine, in USD and UAH equivalent, 2004-2016 years

An important dimension of quality of employment is the extent to which workers can express themselves on work-related matters and participate in defining their working conditions. The number of employees covered by collective wage bargaining is steadily decreasing during the period of 2006-2015. These trends indicate about decrease in social cohesion at labor collective level.

The basis for social and economic progress and common prosperity of the state is to ensure the quality of human development and harmonization social and labor relations. Quality of employment should be a determinant of these transformations. Ukraine to become a competitive at the world needs to create high-tech products and services, to ensure decent working conditions and realization of social dialogue between representatives of government, employers and workers.

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MOTIVATION OF PROFESSIONAL DEVELOPMENT AND CORPORATE CULTURE IN THE SYSTEM OF THE SOCIAL AND LABOR RELATIONS

Developing the approaches of V. Savchenko [1], interpret professional development of personnel as a complex of measures, professional knowledge and skills oriented to the permanent updating.

We suggest to understand the concept "motivation of professional development of personnel" as a set of internal and external driving forces (motivators) which influence the worker, forming his interest in continuous updating of professional knowledge, abilities, skills, competences.

We prefer to distinguish internal motivators (requirements, interests, values) and external (influence of an environment, incentives).

In our opinion, among external factors of motivational influence a special role is played by corporate culture of the enterprise.

The analysis of theoretical sources shows that throughout the XX-th and the beginning of the XXI century the idea of corporate culture, its mission, purposes, principles, means and opportunities of implementation essentially changed depending on formation of scientific management, change of a political system of the states, forms of ownership, dynamic changes in the culture dominating ideological values, norm of behavior, features of national consciousness [6].

Shane defines corporate culture as a system of basic notions which aren't just described and recorded in documents and which the group follows, but also such which exist in the heads of people according to which their activities in this organization are carried out [3].

Some authors are of a bit different opinion. Nazarova G., Hayett G., Yeskov O. define it as an important factor of formation of staff organizational behavior and also the instrument of human resource management which provides long-time success of the enterprise on the market [5; 7].

Semykina M. defines corporate culture as a subsystem of organizational culture of the enterprise which reflects a set of certain values, norms and behavior models which are realized in practice by managers of the enterprises and their subordinates, bringing up efficiency to the needs of internal development of the organization and requirements of an external environment in the course of adaptation [4, p. 345].

The analysis of literature shows that corporate culture of successful companies now differs. Managers and staff on the basis of partnership positively perceive and realize values of educational development, manifestation of innovative activity. Thus company's owners not only encourage the statement of such values, but also stimulate formation of corporate spirit – feeling of unity in their implementation [2; 5; 6; 7]. In other words, the corporate culture becomes the important social instrument of regulation of behavior, motivation, social interaction of employers and employees, works in favor of trust, harmonization of the social and labor relations. Such functions of corporate culture are less taken into consideration by the managers in Ukraine though instability and strength of the social and labor relations in the country requires faster response and changes of traditional methods of management in labor sphere.

Our ideas of a motivational role of corporate culture in the system of social and labor relations are based on the development of scientific approaches suggested by M. Semykina, T. Belyak, G. Volochkova [6]. Ideas of a role of corporate culture as a part of motivational system of the enterprise and influence on regulation of the professional development are reflected by the scheme in a figure 1.

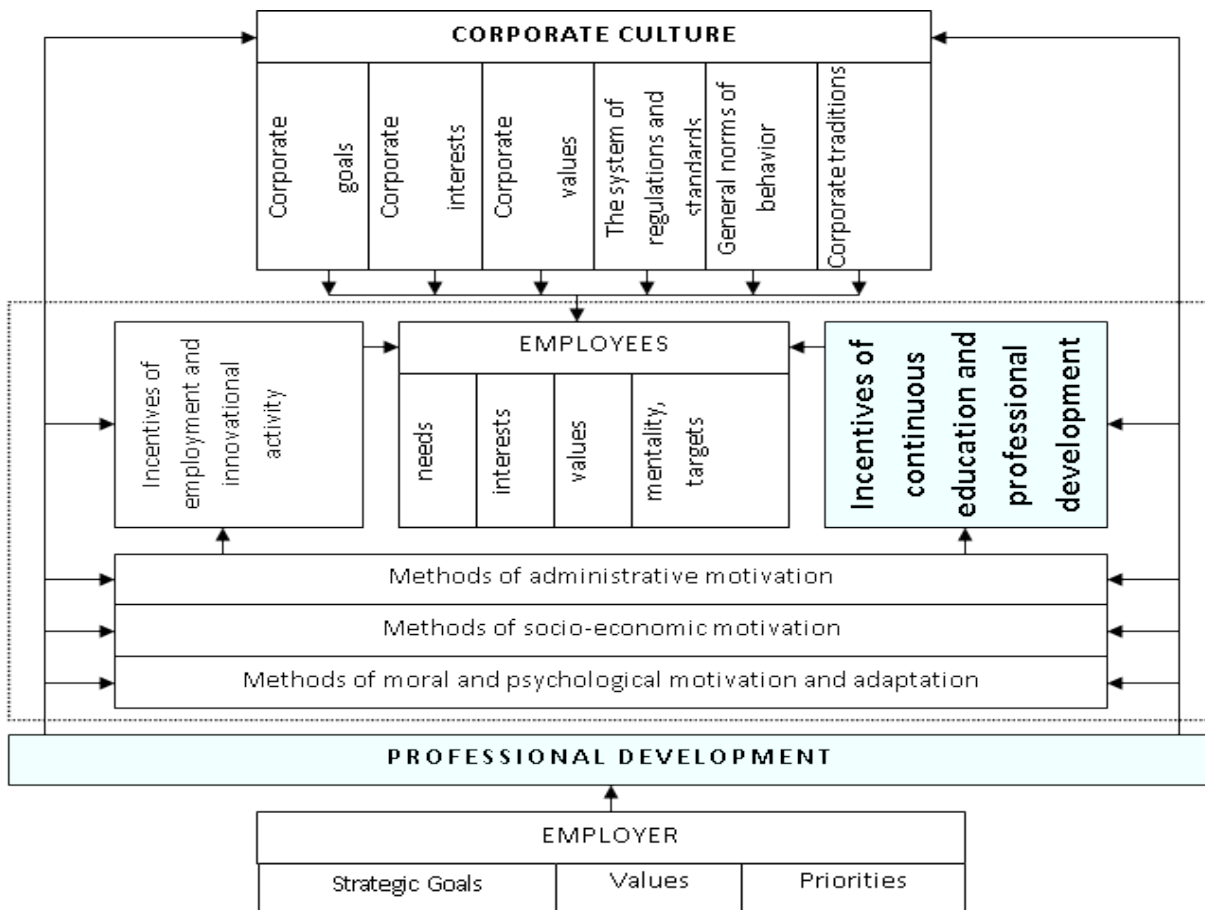


Figure 1 - Motivational impact of corporate culture on the regulation of professional development*

*The scheme develops scientific approaches on a source [6].

Choosing the methods of motivational influence we proceed from the ideas of M. Semykina and other scientists. Motivation methods provide all forms of the material and non-material stimulation and punishment of staff: increase or lowering of the size of compensation, premium, compensation packets, different privileges, advances or demotion, provision of possibility of professional development at the expense of enterprise assets (or a refusal), determination of higher or lower independence in work, enrichment of the work contents and so on [4; 6].

To form successful professional development it is needed to define the complex of favorable factors and incentives which will be able to form the common interest in continuous professional development among employers and hired workers. [8].

However at many enterprises of Ukraine (especially in the industry, agriculture) influence of destructive factors prevails - low compensation, prevalence of adverse and harmful working conditions, inefficient social protection. [9].

The analysis shows that in Ukraine employers don't want to spend funds for professional development of personnel. As a result the share of workers who during a year improve skills doesn't exceed 10%, and the share of workers studying new professions is about 2% (table 1):

Table 1

Studying and professional development of workers at the enterprises of Ukraine
(in % to the registered number of permanent members of staff) *

	2012	2013	2014
Learned to new professions	2,0	1,9	1,8
Increased skills	9,5	9,9	9,4

*According to the data of State statistics service of Ukraine [9].

So, the amount of employers who learn new professions and improve skills decreases in recent years in Ukraine. It says also that the corporate culture still poorly performs motivational functions and doesn't exert notable impact on professional development of personnel. The question of investment into continuous professional development isn't a motivational priority for majority of workers and employers for today. The economic crisis, the military conflict in the east of Ukraine, decrease in the standard of living worsen a situation.

We consider that to solve a problem of the crisis phenomena in corporate culture and motivation of professional development it is impossible without recovery from the crisis. An urgent task is formation of high social responsibility of social partners for a state of professional development of personnel according to the changing requirements of the market. Under such circumstances the corporate culture of the enterprise can become the important instrument of increase in motivation to professional development.

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MODERN ASPECTS OF REVITALIZATION OF SALE OF GOODS IN THE DISTRIBUTION SYSTEM

Distribution is a concept in logistics, which is sometimes referred to as distribution Logistics, which means a set of related functions that are implemented in the distribution of material flow among typically wholesale customers.

Doroschuk N.B. defines the functions of supervisors in modern terms of trade areas:

- supervisor is planning his tasks that will help him to achieve the goal;
- supervisor directs the work of his subordinates in the right outlets with specific objectives for each visit;
- supervisor monitors sales agents focusing on performance of the tasks;
- supervisor can not leave a personal goal underestimated because the head is able to control the details of the planning and calculation.

Merchandiser responsibilities include:

- increasing the number of exhibited goods on store shelves;
- displaying the goods under corporate planogram;
- placement of POS-materials;
- assistance in organizing promotions (interaction with internal staff shop);
- maintain stock trading;
- formation of orders.

The system of distribution is influenced by both external and internal factors.

The external factors include:

- the economic development of the state and the world;
- regulatory policy, employment policy, social policy, fiscal policy;
- State of the regional labor market;
- the implementation of institutional reforms and improvement of the legal framework.

Internal factors are:

- type of ownership and financial sustainability of the company;
- The role of the human factor in the efficiency of the distribution system;
- organization and working conditions;
- Status and internal structure of the labor market;
- educational and professional level of executives and employees;
- understanding the effective capacity of the motivational mechanism;
- mechanism of remuneration.

Its necessary to develop distribution system in order to revitalize sales develop trade, as a sector of the Ukrainian economy.

Therefore, using the concept of development of internal trade of Ukraine, we consider that it is necessary:

- the creation of specific conditions for the development of new forms of retail trade;
- ensuring economic security and economic competitiveness;
- diversification of different types business activities of trading companies;
- bringing goods to the domestic market, as there is a steady demand;

- the expansion of commodity assortment according to type and specialization of trade enterprises;
- intensify investment processes in trade.

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THE PROBLEMS OF SECURING AND REALIZATION OF LABOUR POTENTIAL IN UKRAINE

The economy of Ukraine is now has accumulated a lot of problems. Their reasons related to complex processes of market economy, the economic crisis, military conflict in eastern Ukraine.

The world famous Ukrainian philosopher Gregory Skovoroda wrote that country's development chief, after all, is not the material things and wealth, although this is important; center of the universe is human with his intelligence, talents, aspirations and abilities.

Skovoroda wrote in the XVIII century, in fact, the need for careful attention to the human, his potential, creativity, that the meaning of human life - at work, and true human happiness - in the work of vocation.

These thoughts are very modern and relevant for us Ukrainian. No other problems by reducing the weight of Economics and Business, I want to say that still the central problem in Ukraine is the issue of securing and development of labour potential.

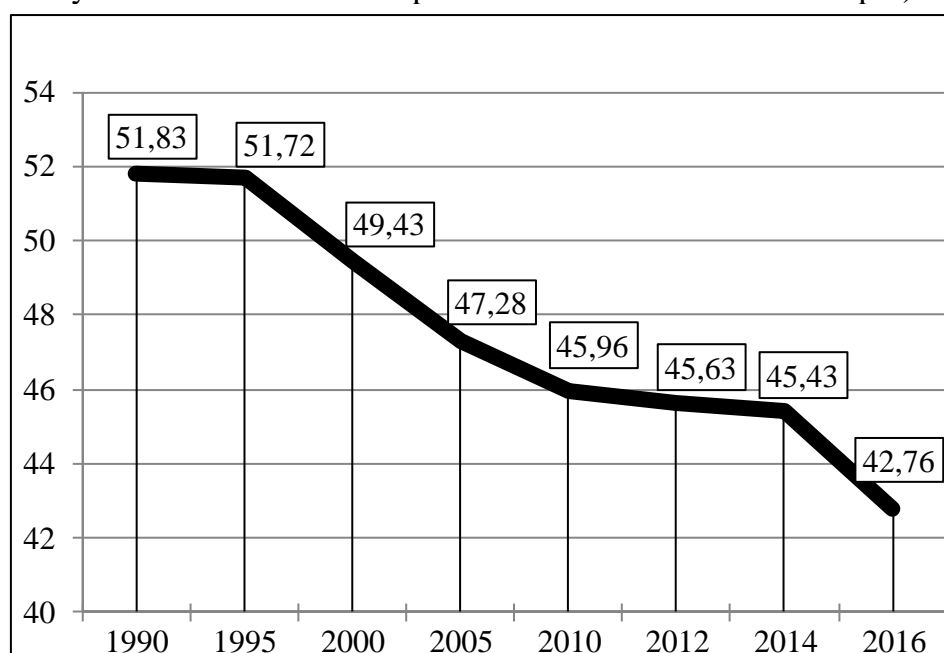
Modern scientists determine the labour potential of Ukraine as a set of inherent specific reserve of population health, mental abilities, knowledge, experience, culture, motivation to learn and work, which make it possible to choose a profession, workplace and work successfully receiving income, contributing to the profitability of enterprises, GDP growth of the country [4, p. 24-25].

Securing and development of labour potential of Ukraine is essential for economic recovery, increase productivity, welfare, building a competitive economy of Ukraine.

Therefore, it is necessary to continue research of labour potential.

We would like to draw attention to the fact that today in Ukraine very accelerated process of depopulation.

Thus, since Ukraine's independence, the population dropped from 52 million People in 1990 to almost 42 million People in 2016 (excluding the temporarily occupied territory of the Autonomous Republic of Crimea and in Sevastopol).



Picture 1. Dynamic the population of Ukraine, mln. People [1].

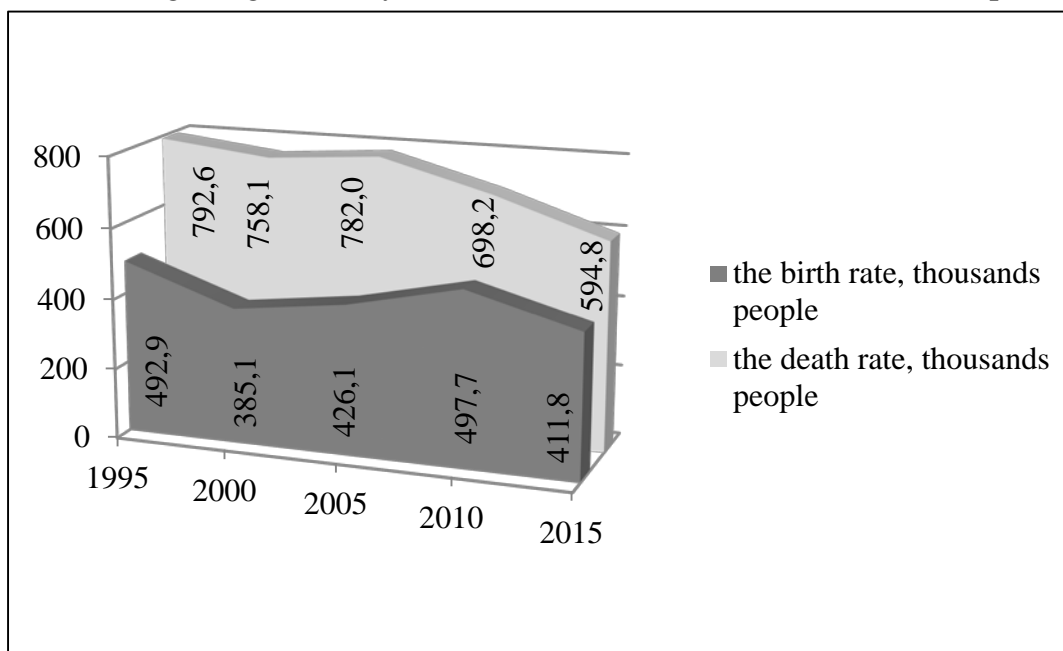
In Ukraine deepening demographic crisis.

This is facilitated by:

- political, social and economic instability, war;
- stressful nature of life;

- shortage of jobs with decent working conditions and pay; rapid decline in living conditions in the Ukrainian inflation extremely low incomes of most workers. All opportunities are more limited overwhelming majority of the population to buy quality products, medicines, access to quality education.

As a result, the death rate nearly twice the birth rate (picture 2), increasing volumes of foreign migration (by various estimates, from 2 to 7 million People).



Picture 2. The birth rate and death rate in Ukraine, thousands people [1].

The main causes of premature mortality working population in Ukraine is a neoplasm, violation of the circulatory system and external factors which prevails among the mass spread of unhealthy lifestyles, poor nutrition, poor environmental conditions, heavy and harmful working conditions. As a result, life expectancy in Ukraine appears one of the lowest in Europe, accounting for Men 66 years, women - 76 years.

The greatest threat to labour and demographic potential is a significant increase in mortality of working population, especially men. According to the director of the Institute of Demography and Social Research of Ukraine Ella Libanova, almost half of young Ukrainians do not live up to 65 years due to widespread alcoholism, drug addiction, smoking, reluctance to engage in physical exercise, strengthening their health [2].

In Kirovohrad and Chernihiv regions demographic development is the worst among other regions, leading to a growing share of elderly people is rapidly aging population. Therefore, the main resource - human - further development of the economy is becoming less and less.

In the labour market three years increased unemployment. Load one vacant place in Ukraine at the beginning of 2016 was 19 people, in the Kirovograd region - 39 people [3, p.45].

So, not only harder to form and realize the employment potential of the population.

In the words of Gregory Scovoroda in Ukraine today is problematic to find the meaning of human life - at work, and true human happiness - in the work of vocation. These issues are of crucial importance for the people and the country in general and in need of a comprehensive solution.

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THE MOTIVATIONS OF SOCIAL ENTREPRENEURS THE MOTIVATIONS OF SOCIAL ENTREPRENEURS

Scientific works on social entrepreneurship, focus on the study of personal and motivational features of social entrepreneurs as social actors.

Entrepreneurs to establish your own business are due to various reasons. While someone set up the new company that used the existing facilities, others - have a business because they do not have other means for livelihood, and the third group of individuals - in order to create social value.

Attention is drawn to the fact that the subjects of social entrepreneurship can include: commercial and non-profit organizations of any legal form entities and individual entrepreneurs registered in accordance with legislation that connects social entrepreneurs not only of belonging to certain sectors and ownership. However, in their founding documents should be defined socially significant activities (its public benefit purposes), and the means of achieving them.

Social entrepreneurs are actors who seek to create social value to generate positive social effects for society. Such social actors focused on resolving various issues (eg, environment, poverty and education) take different legal forms, and operate in different sectors of economic activity.

The image of a social entrepreneur consists of the following individual features that often occur in the scientific literature and media: 1) individual social entrepreneur's intention to behave ethically in order to promote the collective interests and welfare [1]; 2) the importance of the perception of how the joint venture receives approval moral society [2]; 3) committed to the social mission [3]. As a result, the picture portrayed a social entrepreneur, reflecting individual characteristics, combined with entrepreneurial abilities.

To be noted that according to J. G. Dees [4] social entrepreneurs is a "sub-species" of entrepreneurs. For J. Mair & I. Marti' [5], for example, the dominant feature of social entrepreneurs is the "entrepreneurial spirit" that gives them the entrepreneurial character. Placed a general review of the literature on social entrepreneurship scholars S. Bacq & F. Janssen [6, p. 401] showed that social entrepreneurs share a number of behavioral characteristics of commercial businesses, including the ability to identify opportunities to innovate, willingness to take economic risks, the manifestation of active behavior the strategy of survival and growth, and meet the needs of the market. F. Jansen and S. Buck believe that social entrepreneurs demonstrate social and moral motivation in their social business initiatives, in which they see as key differences between commercial and social entrepreneurs in terms of motivation to participate in social activities.

Entrepreneurial motivation is different for each person and they often appear as a combination of economic goals (monetary remuneration), social objectives (the economic activities for the benefit of society), and life goals, striving for self-development (achieving intellectual and spiritual satisfaction and personal growth) [7, p. 142]. D. Bornstein & J. Boschee expressed the view that social entrepreneurs are led

by ethical motives and moral responsibility that distinguishes them from commercial businesses [3, 8]. According to O. A. Grishnova: "Social responsibility is an important motivational factor for employees in achieving personal goals as well as growth strategy [9, p. 114].

Like commercial entrepreneurs, social entrepreneur's activity due to a combination of reasons. Some of these reasons are inherent identically and commercial and social entrepreneurs (self-fulfillment, achievement of life goals, professional independence), while other reasons are more specific to social entrepreneurs (personal rehabilitation obligations to its community by meeting local needs or social issues). E. Shaw & S. Carter noted that social entrepreneurs believe profitability and financial well-being in the long and short term less important to them, compared with commercial businesses, while as key benefits for social entrepreneurs considered personal satisfaction from social activities and the successful resolution of social problems [10, p. 431].

Traditional entrepreneur is not always motivated by social justice. While social entrepreneurs seeking to do good and motivated desire to change the world.

Social entrepreneurs as a special "subspecies" Entrepreneurs is characterized by its primary motivation to contribute to the welfare, happiness and prosperity of society.

While foreign research mainly focused on differences in motivation, we stress the importance of taking the abilities and skills held by social entrepreneurs in order to understand who they can become.

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PROBLEMS OF REALIZATION OF YOUTH INNOVATION POTENTIAL IN THE ECONOMY

The reality shows that the greatest progress in economic development and life quality improvement is reached by those developed countries of market economy where the employers consciously invest in intellectual development of youth, where the best conditions for showing of staff innovative activity at the enterprises, implementation of creative abilities, especially in the scientific and inventive spheres are created. The display of social responsibility for employment of capable, educated youth so far is not inherent to Ukrainian employers, this leads to the intellectual losses of society, lag in economic and innovative development in comparison with many countries of market economy. The effects of incomplete, ineffective, non rational use of mental abilities and obtained knowledge of workers, deformation of incentives to educational and professional development, worsening of education are observed and this has an adverse effect on opportunities of innovative progress.

The general tendencies of youth employment testify that though employment rates didn't reach pre-crisis values yet, the employment potential during the post-crisis period increases. More young people at the age of 15-35 years are occupied in the industry (or 25% in structure of youth employment) in 2015. Priority spheres of youth labor application are also trade, car repairs, home products and subjects of personal consuming, education, health care and social help.

Majority of young people are integrated preferentially into the sphere of goods and services exchange and redistribution, prefer workplaces which don't require high professional qualification, creativity and intellectual development. This is extremely unfavorable for intellectual potential of youth. The number of businessmen thus doesn't exceed 2-3% of the number of all employed youth, young people are almost not provided in small- and medium-scale business; there is a deformation of spiritual and moral values, moral limiters on the way to achievement of personal success are blurred; the culture of responsible civil behavior develops poorly. Besides, we see the increase of tendency of migration of young specialists, university graduates and students abroad. A considerable part of young people look for better life. Youth labour migration negatively influences demographic, social and economic situation in the country.

Consequently, the main problems in the sphere of development of intellectual potential of youth are the following:

1. A "gap" between the level of specialists' training at specialized professional schools and the level of production technologies; absence of professional standards at the state level which should become the basis for training.
2. Educational and material resources of many establishments of professional training do not correspond to the requirements of employers.
3. Low level of commercialization of scientific developments.
4. Poor popularization of scientific and technical knowledge among young people; lagging behind in development of professional and technical education; non-prestigious and poor popularization of engineering professions.
5. High level of unemployment among young people.

6. Job migration of youth.
7. Low level of innovative activity among young people.

But in particular the problem of improvement of education quality and development of intellectual potential of youth needs to be realized systemically, in a way of target tasks solutions: - simultaneous reforming of an education system and updating of professional in-plant training on a new technological basis; - creation of special conditions for involvement of talented youth in science, intellectual business, development of innovations; - investment in development of personal creative abilities of employed youth; - motivation of creative youth to generate new technological ideas and rational organization of production at each specific enterprise; - creating favorable conditions for education (schools, colleges, higher educational institutions) with involvement of social partners and formation of a cohort of young researchers.

Innovation youth potential in modern conditions of strengthening of social and economic contradictions should be: the reserve of economic power of the society; strategic resource in the formation of knowledge economy; guarantee economic security; competitive factor in the world globalized area.

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CURRENT ISSUES OF THE DEVELOPMENT OF SOCIAL AND LABOR RELATIONS IN UKRAINE

Social and labor relations - a complex relationship between employees and employers (entities and bodies that represent them) with the participation of the state (legislative and executive power) associated with hiring employees use and their remuneration, reproduction labor and aimed at ensuring social cohesion, a high level and quality of life of employees, high efficiency of enterprises. Social and labor relations are an important component of social relations and their quality affects the health of citizens and the general atmosphere in society. In some cases, labor disputes can seriously destabilize the situation not only in individual enterprises, but also affect the socio-political situation in the country.

Today distributed fairly different models of relations between employees and employers. However, their common characteristic is the dominance of employers. Despite the legal equality of the parties, there is their deep actual inequality. This is one of the main problems that violate basic principles of social dialogue:

1. Legality and the rule of law;
2. The independence and equality of the parties;
3. Constructiveness and cooperation;
4. Mutual respect and the search for compromise solutions and others.

Among the main causes of the domination of employers in the system of labor relations are:

1. Large imbalances in demand and supply of labor on the domestic labor market. Today in Ukraine the labor market prevailing supply of labor. According to the State Employment Service, the number of vacancies (vacant positions), declared by enterprises, institutions and organizations to the Employment Service as of October 1, 2016 totaled 56.9 thousand, while the number of registered unemployed - 341.5 thousand people. Thus, the load on one free workplace (vacant position) accounted for 6 unemployed persons which registered with the Employment Service. However, the quality of jobs offered in the labor market remains low. And even so the employers continue to dictate terms to employees who are simply afraid to remain without work.

2. Domestic trade unions are weak. The current labor legislation of Ukraine provides for minimum social and labor warranty and thus aims of employers and employees to build relations on a contractual basis by means of social dialogue. In this case, protect the interests of employees in relations with employers it will depend on the trade unions and their "negotiating power". However, according to expert estimates about half of all enterprises and institutions and the vast majority of small and medium enterprises of a new private sector do not have trade unions, and according to data of the State Statistics Service, the number of registered labor contracts decreases each year. Under these conditions, the trade unions do not effectively protect the interests of employees and, consequently, it does not promote the growth of confidence in them.

3. Affiliate type of social and labor relations that provides relative equality and autonomy of the parties and also their use of standards provided by law, is for contemporary Ukraine more the exception than the rule. And the existing level of social tolerance of modern Ukrainian business mainly focused on implementation in

the field of social and labor authoritarian command-type behavior but not democratic type.

So paternalism of employers in the system of social and labor relations or their domination over the employees stand in the way of social dialogue in Ukraine. This can lead to an exacerbation of labor disputes and destabilize the sociopolitical situation in the country. So solving the problem enable to overcome the remnants of the command system and take the path of democratic type of behavior of social and labor relations in Ukraine. And this is the key to stabilizing the economic situation in the country.

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THE CURRENT STATE OF YOUTH EMPLOYMENT AND THE DIRECTIONS OF ITS IMPROVEMENT

Young people are an important part of the modern Ukrainian society, the bearer of the human potential, the determinant of the social and economic progress. However, this category of the population is the most vulnerable and socially insecure. Due to the lack of the sufficient experience, legal and professional knowledge, and often moral unpreparedness to the competition in the labour market, it is difficult to realize their right to work for young people today. Despite the low unemployment rate in Ukraine compared with European levels, youth is a special category in which the problem of the employment has a distinct character and needs permanent state monitoring and the development of the policy of the youth employment as part of the total employment policies in the country.

According to the Law of Ukraine "On Promotion of the Social Development of Youth in Ukraine" under the youth we understand the citizens of Ukraine in age from 14 to 35 years. The category "youth" - a single socio-demographic group that is distinguished by a set of age characteristics, features and social situation caused by other social and psychological factors that define the social system, culture, patterns of socialization, education in a certain society. Young people are a large part of the perspective of the economically active population, which has a great employment potential. Describing the labor market in the demographic aspect, it should be noted that the number of people aged 15-19 in 2015 was 2,287,810 persons (or 5.1% of the population); aged 20-24 years - 3,048,638 people, or 6.7%; aged 25-29 years - 3,792,084 people, or 8.4%; aged 30-34 years - 3,594,186 people, or 8% [3].

According to the State Statistics Service, the number of the economically active population aged 15 to 70 years on average in 2016 was 17.8 million people (in 2015 - 18.0 mln. people), including 16 mln. 55 thousand employed persons and 1 million 767 thousand unemployed. Among the number of people of working age the number of the economically active population were 17.2 million people, including 15.4 million employed and 1.8 million unemployed citizens.

Economic activity among persons aged 15-70 was 61.7%, and among people of working age - 70.6%. The number of employed persons aged 15-70 in 2016 was 16.1 million people, and among people of working age - 15.4 mln. people (in 2015 - respectively 16.3 million. persons and 15.6 million. people). In the structure of the employed population 85.1% are employees, 1.1% - employers, 13.6% - self-employed persons, the rest - unpaid contributing family members [2].

Among the employed population 23.4% (or 3.8 million) were employed in the informal sector of the economy (in 2015 the share of such persons accounted for 26.0%). Among the economic activities the most widespread informal employment was in agriculture, forestry and fisheries (39%), in wholesale and retail trade, repair of motor vehicles (23.1%) and in building (14.1%).

Having examined the proportion of young people occupied in the total number of employed, it can be concluded that the majority of young people is engaged as employees - 85.7%, and only 7% are self-employed. Of course, this situation can be explained by several reasons, including the fact that young people do not have

sufficient knowledge, skills and, most importantly, experience, financial resources, so that in a short time to organize their own business. In addition to quantitative characteristics of the employment we will analyze the qualitative characteristics of the young people occupied. You can see a number of positive points, such as: more than half (56.4%) receive high levels of income; 64.5% of young people have stable employment; 78.3% of young people satisfied with their employment. Negative points are that 60% of young people are working in the informal sector of the economy or in part and part-time work, including one in five is engaged in the informal sector (work in unregistered enterprises) and 80% work in the informal jobs in the formal sector.

The analysis of the youth's unemployment in our country shows that the unemployment rate of the working population by the methodology of ILO for the period of 2010- 2015's in Ukraine increased from 6.8% to 7.5%. In each age group of the youth unemployment is much higher than for the whole working population, it is for young men and women, urban and rural youth. Especially high unemployment is in the youngest age groups 15-24 and over the period increased by 3.2%, for women – by 0.8%, for men – by 4.9%, for the urban population – by 2,8%, for the rural population – by 4.5%. Notably, significantly higher level of the youth unemployment is in urban population versus rural one, and the unemployment rate of young men compared with women.

Assessing the unemployment situation in Ukraine in the youth labour market and compare some parallels with the EU, we can state that in 2015 the figure was 16.6 percent. Higher, than in Ukraine, today the youth unemployment rate is in the USA in 2014 - 43% (in 2013 - 47%); and in the EU in 2014 (average - 22.8%): Greece - 55.3%, Spain - 53.2%. The lowest unemployment rate in comparison with Ukraine in the EU was registered in Germany - 8.1%, Austria - 8.7%, the Netherlands - 9.5% [1].

According to the State Statistics Service of Ukraine the level of the unemployment, defined by the methodology of the International Labor Organization (ILO) among young people aged 25-29 in 2015 was 12.2%. Among those aged 15-24 the figure in the first quarter of 2015 was 22.8% and it was more than two times higher than the figure among all age groups. The high unemployment rate is due to the fact that many of the young people do not have the necessary skills and experience [2].

In 2015 at the state employment service 405.5 thousand people under the age of 35 years had the status of the unemployed. Among the unemployed under the age of 35, registered in the State Employment Service, who had professional experience at the end of June 2015: one in five had worked in wholesale and retail trade, manufacturing industry employed 15.7% of young people; in public administration and defense - 13.0%; financial and insurance activities - 10%, in agriculture, forestry and fishery - 9.2% [3].

To overcome the problem of the unemployment, particularly among young people, the State Employment Service carries out the measures of the active policies to promote employment, providing information, counseling and career guidance services, the creation of a bank of vacancies and job search, assistance for employment of citizens, including by business organization, an organization of the professional training, retraining, training the unemployed, organization and financing of the public works, unemployment benefits.

Solving the problem of overcoming poverty among the working population is expected in the following areas: restoration of the production and stimulation of the economic growth; promoting the employment of the population and the labor market

development; rising the wages and social dialogue as the main factors creating the conditions for the decent work; development of the social insurance system; improving the pension system; reforming the social protection system; the social support for families, children and youth; improving health services; improving the methodological approaches to poverty assessment and monitoring performance.

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A LOGISTICS MODEL FOR PRODUCTION

Manufacturing is the one of the main areas of the logistics, which is central to the enterprise. The production logistics involves management processes of determining the volume of production to bring it within the scope of sale [1]. Production logistics begins of scheduling production, taking into account the demand for products, the capacity and the resources stocks. The next step is the implementation plan production and replenishment of stocks of finished products, taking into account the capacity of its storage. After that inventory, management of finished product goes into marketing.

B. Anikin, A. Hadzhynskyy, E. Krykavsky, A. Trydid, N. Chukhrai and other researched the management of the production logistics [1, 3-6].

The purpose of this study is to build economic-mathematical model of production logistics.

The company manufactures several products over a planning period. There are wholesale prices, costs of production, storage costs per unit of each type per unit time, the production capacity of each product per unit of time and demand of customers for each product type. Need to find an optimal plan of each product and amount to replenish stocks of finished goods during the plan period, subject to maximize profits.

The main assumptions of the model are:

- demand is deterministic and dynamic
- the cost of storage and its costs did not change during the planning period
- deficit of products doesn't.

Marking:

r - number of products;

i - number of the type of product, $i = \overline{1, r}$;

T - duration of the planning period;

t - the time interval, $t = \overline{1, T}$;

n - number of customers;

l - customer number, $l = \overline{1, n}$;

x_{it} - output of the i -th type of product in the time period t , $i = \overline{1, r}$, $t = \overline{1, T}$;

s_{it} - stock i -th type of finished products at the end of the t -th time interval, $i = \overline{1, r}$, $t = \overline{1, T}$;

s_{it-1} - stock i -th type of finished product in the last time interval before the next, $i = \overline{1, r}$, $t = \overline{1, T}$;

x_{i0} - output of the i -th type of product in the last time period before the planning period T , $i = \overline{1, r}$;

g_i - parameters that limited storage i -th type of product, $i = \overline{1, r}$;

p_i - wholesale price for the i -th type of product, $i = \overline{1, r}$;

c_i - sobivartist units of the i -th type of product, $i = \overline{1, r}$;

h_i - cost of storage units the i -th type of product per unit of time, $i = \overline{1, r}$;

b_{it} - production capacity of the i -th type of product in the t -th time interval,
 $i = \overline{1, r}, t = \overline{1, T}$;

a_{ilt} - demand l -th customer for the i -th type of product in the t -th time interval,
 $i = \overline{1, r}, t = \overline{1, T}, l = \overline{1, n}$.

Economic-mathematical model:

The objective function - to maximize profits from sales based on the production costs and the storage cost (income - costs):

$$F(x_{it}, s_{it}) = \sum_{i=1}^r \sum_{t=1}^T p_i(x_{it} + s_{it-1}) - \left(\sum_{i=1}^r \sum_{t=1}^T c_i x_{it} + \sum_{i=1}^r \sum_{t=1}^T h_i s_{it} \right) \rightarrow \max, \quad (1)$$

under conditions:

- performance balance ratio (meet demand)

$$x_{it} + s_{it-1} - s_{it} = \sum_{l=1}^n a_{ilt}, \quad i = \overline{1, r}, t = \overline{1, T}, \quad (2)$$

- subtracting capacity

$$x_{it} \leq b_{it}, \quad i = \overline{1, r}, t = \overline{1, T}, \quad (3)$$

- storage of finished products

$$s_{it} \leq g_i, \quad i = \overline{1, r}, t = \overline{1, T}, \quad (4)$$

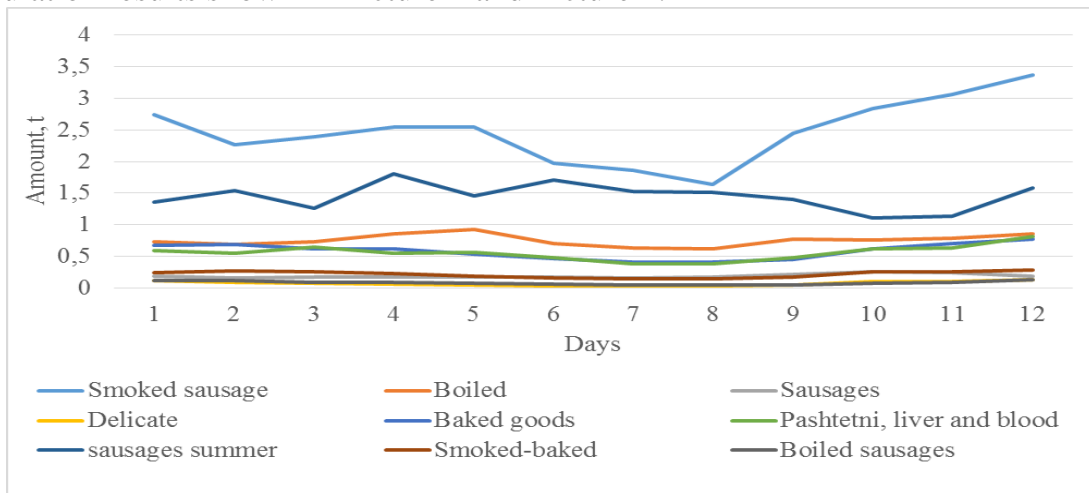
and inseparable variables

$$x_{it} \geq 0, \quad i = \overline{1, r}, t = \overline{1, T}, \quad (5)$$

$$s_{it} \geq 0, \quad i = \overline{1, r}, t = \overline{1, T-1} \quad (6)$$

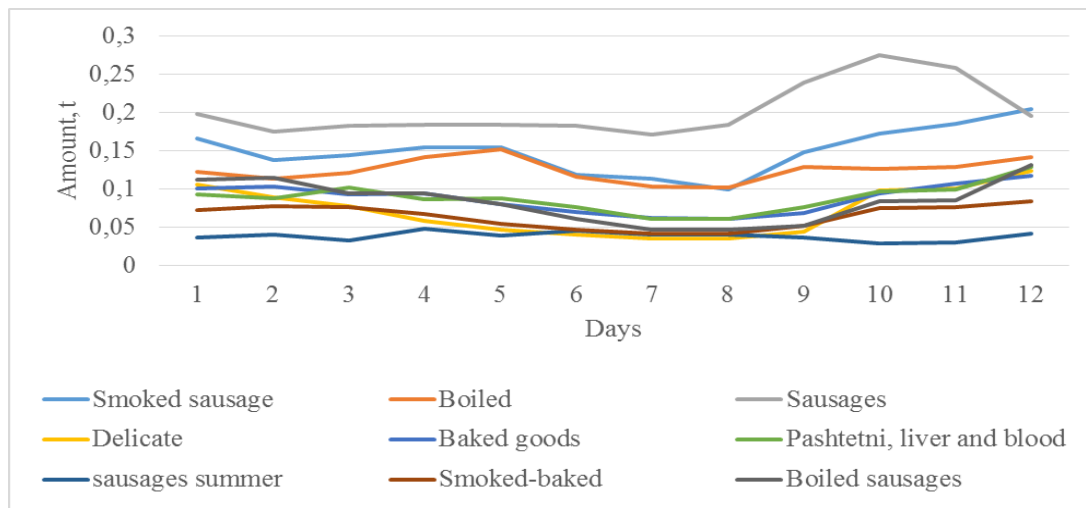
Therefore, solving the mathematical model (1)-(6), we obtain optimal production i -th type of product in the time interval t and amounts to replenish stocks of finished goods during the plan period subject to profit maximization.

A logistics model for production was applied in the company PKF "Ukrprompostach-95" LTD, which within a year produces nine types of sausages. The calculation results shown in Picture 1 and Picture 2.



Picture 1. Optimal volume of production at the company PKF "Ukrprompostach-95" LTD in 2016

Source: [2].



Picture 2. Optimal amounts of finished products in the company PKF "Ukrprompostach-95" LTD in 2016

Source: [2].

The maximum profit will be 47,81 million UAH, the minimum cost of production and storage of finished goods respectively amount to 25,43 million UAH and 298,29 thousand UAH.

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THE COMPETITIVENESS OF HIGHER EDUCATION OF UKRAINE ACCORDING TO THE INTERNATIONAL CONTEXT

Considering the transformation processes in Ukraine, most of the sectors are required the reforming of the economy and the transition to the advanced methods of management, the availability of high-quality competitive higher education is an important condition. So competitiveness of higher education — is an indicator of success of society. Now, higher education transmits the achievements of modernity to our future generations because of the result of their work — highly intellectual and human resources [1].

Higher education as a factor of innovation development of the economy is an essential determinant.

Higher education trains the highly skilled workforce and contributes to the research base and innovation capacity that increasingly determines competitiveness in the knowledge-based global economy. The current stage of economic development of any country of the world depends on the environment, which not only affects on the internal processes, but also corrects them by using world trends. Therefore, it is appropriate to analyze the competitiveness of higher education and the development of international trends in this direction.

Among the key global trends of higher education are given off:

- global student mobility
- Universities as international brands
- Technology is becoming increasingly central to education worldwide: Widening access, New ways of teaching (virtual learning environments, flipped classrooms and blended learning, etc), Internationalising access to research, Open access.

- Education as a tool to achieve economic success and development: Internationalisation' to achieve other goals, Improving the quality of higher education, Professional education and job training[2].

Today, one of the most common methods of comparative evaluation of the universities and national system in the world are rating systems: QS University Ranking to compare the universities and QS Higher Education System Strength Rankings to compare the system of higher education.

The QS World University Rankings by Subject ranks the world's top universities in individual subject areas, covering 42 subjects as of 2016. Each of the subject rankings is compiled using four sources. The first two of these are QS's global surveys of academics and employers, which are used to assess institutions' international reputation in each subject. The second two indicators assess research impact, based on research citations per paper and h-index in the relevant subject.

QS Higher Education System Strength Rankings is based on system strength, access, flagship institution performance, and economic context.

We can see, that the world's strongest higher education systems there are the USA – 100 score, the United Kingdom – 98.5, Germany – 94, Australia - 92.6 and Canada - 90.2. Among the universities - Massachusetts Institute of Technology has the first position by the 5 last years, the second position takes Stanford University, but the

position of this university has been changed – from 15th in 2012 to 2 in 2016, Harvard University took 3 th place at is lost the 2th position in comparing with 2015[3].

The system of higher education of Ukraine has 45th position of QS Higher Education System Strength Rankings, having 16.6 score of overall, system – 10 (45 place), access – 5 (46 place), Flagship – 12.2 (49 place), economic – 39.3 (31 place)[3].

There are such Ukrainian universities in QS University Ranking, in particular: V. N. Karazin Kharkiv National University takes 382th place, the position of which was increased in comparing with 2015 – 491-500, Taras Shevchenko National University of Kyiv in reverse from 421-430 in 2015 to 431-440 positions, National Technical University of Ukraine "Kyiv Polytechnic Institute" from 601-650 in 2015 to 551-600 in 2016, Donetsk National University, National Technical University "Kharkiv Polytechnic Institute" Sumy State University enter to the 701+ rankings [4].

Besides, in the latest report published by the Global Competitiveness Report 2015-2016, Ukraine, for example, is taken only 54th place in quality of the education system and has 38 position in quality of math and science education.

So, we can make the following conclusions, evaluating the level of competitiveness is a multifaceted research of different orientations and depends on many factors, from the country's macroeconomic indicators to directly generalizing the characteristics of the work process of universities, their material base, the quality of teaching, etc. In the context of international comparisons Ukraine's position is low. Thus, the state has to eliminate the problems and strengthen the competitive position. First of all it concerns improving the quality of education, level of training, dissemination of research and training services, transfer of educational and professional knowledge, increasing academic mobility of academics and students.

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ACTUAL PROBLEMS OF ECONOMY AND BUSINESS

SCIENTIFIC EDITION

Abstracts of the materials of all-ukrainian scientific conference:
English speaking scientific round table.

November 22, 2016

Scientific editor – M.V. Semykina

Technical editor – M.V. Bugaeva

Computer typesetting and layout – O.V. Onyshchuk

Cover design – O.S. Chumachenko

Signed for publication: December 22, 2016

Conventional printed sheets: 6

Circulation: 120 pc.

Publication of Publications Unit of CUNTU

**АКТУАЛЬНІ ПРОБЛЕМИ
ЕКОНОМІКИ ТА ПІДПРИЄМНИЦТВА**

НАУКОВЕ ВИДАННЯ

Матеріали всеукраїнської наукової конференції: англomовний
круглий стіл науковців.

22 листопада 2016 р.

Науковий редактор – Семикіна М.В.

Технічний редактор – Бугайова М.В.

Комп'ютерний набір і верстка – Онищук О.В.

Дизайнер обкладинки – Чумаченко О.С.

Підписано до друку: 22 грудня 2016 р.

Умовних друкованих аркушів: 6

Тираж: 120 прим.

Видавництво: РВЛ ЦУНТУ