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# WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

**Chuchka I.M.**  
*Candidate of Economic Science*  
*State University of Mukachevo*

## **MODERN BASIC FORMS OF LINGUISTICALLY-TRANSPORT SERVICES IN EUROPE**

The article discusses the main forms of modern transport and logistics services in the European countries and their impact on the development of international transport services in Ukraine.

Transport - is one of the most important components of material resources of economical and legal branch, it plays an extremely important role in development of any state economy, because during transportation of goods and passengers according to requirements of production and it also provides thereby with normal functioning and development of all its branches, regions and the enterprises.

The key operation in the sphere of transport and logistics service is transportation, which exactly is the object of implementation of transport and logistics services. Transportation – is the logistic operation which bases on

the relocation production in certain condition with using of transports, and begins from loadings in a departure place and ends with unloading in the destination.

More general notion is “carriage” – relocation of freights, goods or passengers. But in fact, both of concepts mean, the same action, provide the equal cargo, and passenger movements, use of different types of transport, but the term “transportations” is logistic term.

It may be underlined, that logistic and transport services are the synthesis of two main components in service of carriage: material security vehicle and security logistic and forwarding services of transportation. The complex of these services was formed as a result of need for more economically effective implementation of logistic service.

## ECONOMY AND NATIONAL ECONOMY MANAGEMENT

**Morshchenok T.S.**

*Candidate of Economic Sciences, Associated Professor,  
Associate Professor of Department of Business Economics  
Zaporizhzhia State Engineering Academy*

### **FEATURES OF DETERMINATION OF NET COST OF BASIC TYPES OF AGRICULTURAL PRODUCTS**

The basic features of production of agricultural goods are determined, a sequence, features of determination of agricultural unit and way of its cost decline are examined in the article.

The main aim of business operation regarding to agricultural industry is providing of its stable development, which can be achieved subject to permanent search and realisation of measures to increase economic effectiveness rate of management. One of the important indicators, which influence on effectiveness of industrial and economic activity of agricultural enterprise or its structural subdivisions, is a net cost that displays current costs relating to production and sales of agricultural products. Thus, questions of net cost determination of single types of agricultural products, planning and analysis of this industry with the purpose of search and realisation of measures to reduce costs rate need a steady and top-priority research because results of

enterprise activities and its economic and social development depend on it to a considerable degree.

The main methods to determinate net cost of production unit are the following: direct charging to the proper types of products; withdrawal of incidental output costs in sum total in money terms; allocation of cost between products types proportionally to quantitative value of one of the main characteristics, common to all receiving production types; ratio method; proportional and combined methods. Furthermore, net cost of crop production unit depends on crop capacity and expenses on 1 ha of area under crop, and in the cattle breeding it depends on the productivity and expenses per 1 head. Thus, every enterprise should foresee certain measures for carrying out regime of economy, enhancing of crop capacity and cattle breeding productivity. It would promote production competitive recovery and socio-economic development of agricultural enterprise.

## ECONOMY AND MANAGEMENT OF ENTERPRISES

**Drobysheva A.O.**

*Candidate of Economic Sciences, Associated Professor,  
Department of Business Economics  
Zaporizhia State Engineering Academy*

### ROLE OF CURRENT ASSETS IN ENTERPRISE PRODUCTION

In article research of a role of current assets in enterprise production is conducted. The economic essence of current assets of the enterprise, their classification by various signs are opened, functions and structure of current assets, and also the main ways of increase of efficiency of their use are defined.

Investigation of the role of working capital in the production process is carried out in order to clarify their economic substance as the advanced value, which makes circulation through the structural transformation in the form of the production and current assets to ensure continuous production activity. This allows distinguishing current assets in the other categories, serves as a basis for analyzing of their state and structure at all stages of the circulation to improve the efficiency of their use.

The amount of current assets advanced in the production and circulation sphere, their money and material content, the optimal ratio directly affect the results of production and financial activities of enterprises.

Important tasks in the management of working capital are to provide the optimal balance between solvency and profitability through the support of appropriate size and structure of current assets.

In today's conditions it is very important to determine the need for current assets. Current assets of enterprises should be distributed between all stages of circulation in the appropriate form and at minimal but sufficient amount. Excess stock withdraws funds from circulation, show weaknesses of logistical support, irregularity of processes of production and sales. All this leads to necrosis of resources, their inefficient use.

It should also be noted that the company must maintain optimal ratio of equity and debt current assets, because its financial stability and independence depends directly on it.

Therefore, current assets are one of the components of business stock, its condition and efficiency is essential for the success activity of the economic entity.

**Irtysheva I.O.**

*Doctor of Economic Sciences, Professor,  
Head of the Department of Management,  
National University of Shipbuilding  
named after Admiral Makarov*

**Yakovleva I.G.**

*Postgraduate  
National University of Shipbuilding  
named after Admiral Makarov*

## **LOGISTICS INFRASTRUCTURE DEVELOPMENT IN UKRAINE MARITIME ECONOMY**

In the article the main strategic orientations functioning logistics infrastructure in the maritime economy of Ukraine. The modern level of development of logistics infrastructure in Ukraine, analyzed the volume of cargo, including by sea. The prospects of development of logistics infrastructure in the maritime economy of Ukraine.

Modern logistics infrastructure marine economy Ukraine is characterized by low level of development, significant price disparities, and high levels of monopolization. In this regard, the priority measures of national policy towards the development of the industry should be the development of infrastructure, formation of equal economic relations between the parties; provision of market information system, establishment of a national marketing information system.

Ukraine has an advantageous geographical position in the heart of Europe, access to the sea and large rivers shipping that, in general, determines its high transit potential.

Infrastructure Logistics is connecting unit between sectors of production

and market infrastructure and on priority investment attractiveness. Logistics infrastructure plays a basic role in the formation and development of market economy, the national economy provides a transition to sustainable development.

The main factor behind the rapid introduction of logistics in the global economy include the rapid development of information technology and personalization of computers; globalization of markets; structural changes in the

Classical economics has not traditionally provided adequate value allocation of infrastructure units and designing infrastructure network as a whole. Early economic studies supply and demand difference between the cost of accommodation infrastructure and transportation costs, or taken to be zero or considered the same for all competitors. Meanwhile, the number, size and geographical location of facilities used in logistics directly affect the level of costs and customer service. Designing network infrastructure - very first duty of logistics management for the network delivers products and materials to consumers.

Typical objects logistics infrastructure owned manufacturing plants, warehouses, loading, unloading terminals, and retail stores. Determining the required number of objects of each type, geographic location and economic functions is an essential element of all activities on formation (design) logistics infrastructure. In special cases, conduct operations in such undertakings can be transferred to outside specialists, manufacturing related services. Regardless of who actually performs the work, the entire infrastructure unit should be considered in the manage-

ment as integrated elements of the logistics system of the company.

In a globalized national economy has strategic priority is the development of marine economy. Transforming its logistics infrastructure should be based on a systems approach that includes study of its development strategy and detail strategic and current plans for the macro and micro level. The main result of the logistic infrastructure of marine economy must become minimizing maintenance costs of material flows and their environmental safety.

**Kurguzenkova L.A.**  
*Candidate of Economical Sciences,  
Associate Professor of Practical Entrepreneurship Department  
European University*

## **ECONOMICAL SECURITY OF COMPANY: ESSENS AND FORMATIONAL FACTORS OF CORRESPOND LEVEL**

The article analyzes the essence of the concept of “economic security” and coverage of approaches to the interpretation of its content. It’s based on the content of the study of economic security and fundamental factors of influence.

The modern conditions of innovative economy require the development of up-to-day ways and methods to ensuring of economic security of company. So, what is the economical security of company? For answer to this question, let’s divide this notion for components or consider the whole as the sum of its parts. Thus, our “elementary” body will be such notions as economy, security and company.

In economic science it’s used to classify next economical levels:

- microlevel – services as stand-alone production or entrepreneurship
- macrolevel – is national or state economy

- world economy – characterizes the global system of management

Economic security of company has specific double character, from one hand, it provides the possibility of own functioning, from other, it’s the component (element) of economical security system of the highest level and the subject provides performance the function of region or state. Research of the essence of economic security showed that in economic theory and practice there is no exactly terminology about its’ defining.

After analyzing of definition about economic security of company, we can generalized that economic security of company is the complex characteristic which means the protection level of all types companies’ potential from internal and external dangers which ensures the stable functioning, effective development and it needs the performance from head of company.

**Temniuk T.O.**

*Postgraduate Student of Economic Theory Department  
Kherson State University*

## **DETERMINING THE STRUCTURE OF THE ORGANIZATIONAL CULTURE OF CORPORATE ENTERPRISES**

Category of organizational culture is one of the most discussed topics of modern management. Currently, there is a need in-depth study of the structure of the organizational culture of corporate enterprises. Determining the structure enables efficient combination together different spheres of business and especially the prospects of customer relations, internal business prospects, innovative perspectives financial prospects. In this context, the issues of determining the structure of the organizational culture of corporate enterprises acquire relevance.

Increasing recent scientific and practical interest in the phenomenon of organizational culture testifies to the aspirations of modern management, implementation of new forms of governance to use this potential for harmonization of socially-labour relations, creation of brand and unique corporate identity, which ultimately contributes to the intangible assets of the organization and strengthening its competitiveness. In fact, the evolution of technology and management philosophy at this stage promoted the organizational culture of the category of minor inputs into the category of strategic resources.

Therefore conducted active scientific research in the direction of theoretical and practical bases of organizational culture. Versatility, complexity and ambiguity of

organizational culture as an object of study contributed to the fact that both the foreign and the domestic scientific literature appeared much variety within the meaning of scientific papers about the nature and structure of the organizational culture.

The structure of the organizational culture is a complex and multifaceted category. The dependence of organizational culture on the size and scope of the business, the nature of the internal environment and the external environment, the goals of existence and other factors determines the unique components of organizational culture.

In forming approaches to defining the essence and structure of organizational culture is a significant practical experience of enterprises.

Category organizational culture is one of the most discussed topics of modern management. The complexity and ambiguity of organizational culture as the research object generates a large number of representations regarding its structure. The results of a large number of studies of domestic and foreign scholars on this matter not find a common solution to this problem. Summarizing the research results to other scientists and based on their findings and observations of the author proposes 12 key provisions of the structure of the organizational culture of corporate enterprises.

**Shliaha O.V.**

*Candidate of Economic Sciences, Associated Professor,  
Associated Professor of Department of Business Economics  
Zaporizhzhia State Engineering Academy*

## **THE USE OF THE MOTIVATIONAL MONITORING ON THE INDUSTRIAL ENTERPRISE**

The article shows the scheme of motivational monitoring organization on the industrial enterprise. The average indexes of satisfaction by its workers employment and of satisfaction by the evaluation and the reward for the work are estimated. The possibility of the use in monitoring motivational process on PJSC “TKShZ” such tool as motivational profile is considered. The motivational potential of the analyzed enterprise is reviewed. Key directions for the further researches with the usage of the bulletin incentives for the effective motivation mechanism creation in the corporate management of PJSC “TKShZ” are determined.

People are the ground of any enterprise: they make its product, form its culture, inner climate; they determine what the enterprise is. Therefore people in the process of enterprise management are the “object number one”. In the process of enterprise management personnel are formed, their relationships system is established, they join into creative process of team-work, which promote development of personnel, their training and career development.

Forming of system of organization of labor activity motivation monitoring of industrial enterprise is a real and efficient

instrument to activate working process and create the ground of efficient stimulation on the basis of correlation between work results and its compensation.

On the example of PJSC “TKShZ” analyzed possibilities of application of motivational mechanism model, which foresees consideration of requirements and results of work of each worker; remuneration of labour that based on this model and stimulation according to individual results of each worker.

Practical solution of the task to create in corporate management of PJSC “TKShZ” an efficient motivational mechanism allows active use for these purposes creative and applied developments of foreign and native scientists, and also experience of leading enterprises that achieve great success in this business line. An actual way to reduce fluctuation, increase personnel competitiveness and develop enterprise as a whole is a transition from motivational surroundings feeling to its systematic measuring, researching and improvement based on this stimulation system. All of it requires motivational monitoring that allows taking relations between employer and employee to a new, more qualitative level.

## PRODUCTIVE POWER DEVELOPMENT AND REGIONAL ECONOMY

**Nezveshuk-Kohut T.S.**  
*Candidate of Economic Sciences,  
Chernivtsi Trade and Economic Institute  
Kyiv National Trade and Economic University*

### FORMATION OF CONCEPT AND DEVELOPMENT MANAGEMENT OF HOTEL COMPANIES IN THE BORDER REGIONS

The article analyzes the main trends of hotel development companies and the dynamics of Ukrainian and Chernivtsi tourist flows. The author defines formation features of the recovery concept of Chernivtsi Oblast hotels considering cross-border state.

As international experience shows that, the tourism industry has a complex socio-economic, economic and cultural influence on the development of specific regions. In this regard, it can be used as an economic lever of economic recovery. However, with limited public funding and existing crisis various sectors, namely tourism and its components should be the main factors of the region. Fully refers to Chernivtsi region, which is also characterized by advantages border situation.

Chernivtsi region - a region of multi summer and winter mountain sports tourism, mass-cognitive wellness area, and a spa treatment. Furthermore, due to its favourable geographical location Bucovina is a transit territory on the way from Romania and Moldova to the cit-

ies of Western Ukraine and the European Union.

These conditions define the character, principles, concept and management of enterprises in tourism, including hotel industry. However, under the influence of the environment and other factors influence the formation of a need modern, efficient management systems to comply with international standards of services, finding new customers, response and shift of tourist flows and so on. This determines the relevance of determining features of formation of concepts and management of hotel enterprises in conditions, which exist in Chernivtsi region.

In the deepening of relations between Ukraine and the European Union, the basis of which was the signing of the Association Agreement, there is an urgent need to improve the quality of hotel offer to international standards, expand markets, develop qualitatively new concept of hotel enterprises that contribute to sustainable tourism development in general. On the one hand indicated requires focused efforts of both public institutions

and of the hotel business. Such coordination involves performing a number of tasks, including:

- Adjusting the legal framework and standards of hotel service;
- Formation of the concept and strategy development of hotel business;
- The creation of favourable conditions for attracting investments in tourism, hospitality, infrastructure;
- Implementation of measures to strengthen the positive image of Ukraine;
- Ensuring safe conditions of stay of tourists travel more.

On the other hand, in front of a modern hotel company in such circumstances there is a need to develop relevant concepts and implementation of the new strategy. In general, the classical approach to the definition of strategy is its identification with the means to achieve the goals of the company. It is because the formula-

tion of the strategic goals of the enterprise is closely connected with the development of ways to achieve them, and so in this sense is defined as a strategy or plan of action model

Considering these features in the formation of the concept and management of hotel enterprises in the border region, in our opinion, have a positive impact on the dynamics of tourist flows in Chernivtsi region, increase the occupancy of hotel companies will increase their profitability and modernization. The implementation of the concept of the hotel industry will enhance the standard of living in the border region (due to increased employment in the hotel industry, wages, revenues to the local budget), the construction environment, infrastructure, rural development, environmental conservation, intensification of international relations in the region.

**Rega M.G.**

*Candidate of Economical Sciences,  
Associate Professor of Marketing Department  
Mukachevo State University*

## **SOCIO-ECONOMIC ORIENTATION TOURISM DEVELOPMENT ENTERPRISES**

In the article the existing theoretical approaches to socio-economic development orientations of tourism enterprises. It is overviewed modern new organizational forms of business management tourism industry and directions improvement of the priorities in the development of tourism and the introduction of effective methods of economic stimulation.

The basic characteristic of modern tourism development is transformation of touristic organisation into the international universal companies, corporations and association. It allows to improve informational exchange and to provide more effective insight to external market and to unite actions of partners in conditions of hard competition at the market of touristic services.

Modern organisational forms give a list of advantages which allow touristic company to improve the quality of services, to put finances in the most perspective projects and programs, to find new fields and segments of touristic market, to individualise guests' service, etc. With the purpose increasing of tour-

istic spends, it's used different methods. Increasing of enrichment and diversification of touristic services are such kind methods. In wide meaning, diversification – is the influence of economic activity on the other spheres of business: releasing of new products, expansion of product range, granting additional types of service and so forth. Introduction of effective methods in economic incentives is among priority problems of development of tourism. For solving tasks about development of touristic fields of Ukraine, it's necessary to put some changes and additions into the actual legislation about tourism, to carry out the program of creation of branched infrastructure in area, to carry out reconstruction of material resources of tourism; to provide civilized conditions for crossing of border (border, customs control); to open tourist representations in foreign countries.

The stable development of tourism is impossible without existing of actual law and legislative base which is appealed to regulate touristic relationship in state.

**Stehnei M.I.**

*Doctor of Economic Sciences  
Mukachevo State University*

## **INVESTMENT AND INNOVATION FOR SUSTAINABLE DEVELOPMENT OF THE DOMINANT UNITS**

Article is devoted to actual issues of definition to investment and innovative priorities of a sustainable development of territorial units. In article factors of innovative territorial development are analysed and systematized. The world experience of the modern organization is investigated. Reserves of level increasing in investment appealing of territorial units are defined.

At the modern stage of national economy development with a strategic task is formation of innovative model updating. At the same time innovative development of separate territorial units is important component of this task. Features of ordinary life Ukrainian citizens need adaptation of the existing approaches and methods of innovative territorial administration for specific conditions of managing.

Satisfaction needs of each certain person should be in the centre of poly-directional system of factors in innovative territorial development as driving force of important reforms of rather effective use of territorial resources and providing a sustainable development of the country.

Innovative nature of territorial development must cover achievements of scientific and technical progress, effective social and economic and ecological technologies. All accumulated human potential as production, technological should be directed on the formation of favourable environment of life.

We classified the optimization of a role and size of an innovative component in structuring economy as the most important factor which is capable to provide structural reorganization of the Ukrainian economy, to give it the innovative integrated character; formation of optimum structure of national wealth; optimization of human potential in structure of resource economy; influence of the economic power on economic structure of national economy.

For ensuring a sustainable development of economy of Ukraine it is necessary to realize and use accurately all opportunities of innovative mechanisms, in particular clusters and technological platforms. Their application should be based on a combination of the national and regional principles of development.

**Shaposnykov K.S.**

*Doctor of Economic Sciences, Professor,  
Head of Black Sea Research Institute of  
Economy and Innovation*

## **BUSINESS PROCESSES IN THE CORPORATE SECTOR: MANAGEMENT IN TELECOMMUNICATIONS**

This article is devoted to features of the corporate sector in the telecommunications sector at the level of business processes, inter-corporate cooperation with sub-operators of telecommunications services, the problem of adaptability of business management systems and the release of the basic principles of these systems for telecommunications sphere in the national economy.

The limit of the millennium proved to be extremely difficult for Ukraine: social and political revolution, the rapid development of specification of property rights, changes in consciousness, the emergence and use of new management technologies, transformation of almost all economic institutions naturally caused systemic shift in the global and national economic policy, which became the foundation for structural changes in the behavior of economic agents, including the special place corporate form of business organization telecommunications operators.

System transformation and rapid development of the telecommunications sector in Ukraine began with the acquisition of its independence and continue today. In the twentieth century is difficult to imagine at least one economic agent who has not used the services of this sector.

One of the defining features of the telecommunications sector in the national economy is that all the most successful operators operating on the domestic market are corporations which necessitates research operators simultaneously in three aspects - as corporate enterprises as structural elements of these areas, as well as sub ' economic and information objects innovations.

An important prerequisite for effective economic activity of the corporate sector in telecommunications is not only a flexible pricing policy, but properly placed customer care. As you know, most profitable customers this sector of the national economy is not private persons and companies. That is why corporate private operators work mainly with companies, including sub-operators of telecommunications services (acting as one of the co-founders of such companies).

The main feature of business telecommunications operators, in our opinion, is that their activities could be defined as a symbiosis of two enterprise forms - production and services, namely: manufacturing of telecommunications services (significant technical capacities targeted at the needs of customers information exchange). So, for this sector of the national economy should apply management principles applicable both in tra-

ditional productive activities and in services.

In modern telecommunications markedly increased role of automated supervisory control and operational management in solving the task of reducing revenue losses from idle equipment provider. This is firstly due to the fact that the essential element of culture service level agreements involved in the practice of operator networks and data services, is to ensure readiness services and options appropriate equipment.

Secondly, new services provided corporate telecommunications operators, and especially e-commerce services, put forward higher requirements for preparedness networks; because this situation is caused by high cost of downtime, then - according to standard methods of determining the economic effectiveness of automation means - you can achieve a sufficiently small payback period of appropriate automated systems.

Current market conditions require pre-

cise and operational planning and design of telecommunication network resources based on actual data traffic and quality of service. Only such an approach, in our view, can provide commercially reasonable load equipment subject to the standards of service quality in the corporate sector in the field of telecommunications. This data processing systems and traffic planning system should be considered as an integral part of the complex network management.

Special and separate attention worthy problem organizing relations between operators of telecommunications networks (telecommunications service providers) and suppliers of control systems. In a series of system-processes at the domestic market management systems defined three main suppliers: communications equipment designers, system integrators, independent telecommunications or computer systems and networks and independent developers and systems management software.

## ECONOMY OF ENVIRONMENTAL MANAGEMENT AND ENVIRONMENTAL DEFENCE

**Konashuk V.L.**

*Candidate of Economic Sciences, Associate Professor,  
Associate Professor of Department of Business Economics  
Zaporizhia State Engineering Academy*

### ABOUT THE SOLVING OF ENVIRONMENTAL AND ECONOMIC PROBLEMS AT THE INDUSTRIAL ENTERPRISE

The features of ecological and economic problems, types of environmental and economic problems, aim and measures of solving of environmental and economic problems at the industrial enterprise are considered in this article. Criteria of evaluation of measures of production ecologization are supplemented.

Problem of ecological state and influence of intensive industrial growth on it is very acute in the world and particularly in Ukraine.

Main causes that have led to the critical environmental conditions in Ukraine are:

- Low technology of production and equipment;
- High power intensity and material capacity that exceed appropriate indicators in appropriate countries in two-three times;
- High level of concentration of industry;
- Unfavourable structure of industrial production with the high concentration of ecologically dangerous productions;
- Lack of the proper conservation systems (waste treatment plants, in-plant

water recirculation, etc);

- Low level of exploitation of existent environmental facilities;
- Lack of the proper legal and economic mechanisms to stimulate development of the environmentally friendly technologies and conservation systems;
- Lack of the proper environmental protection control.

Ways for solving eco-economic problems of enterprise activities and development of methodical approaches to assessment of ecologization's effectiveness are determined.

Ecologization of production is an important part of eco-economic state security. In turn, among other components, it should pay special attention in production ecologization to waste products. Principles of production ecologization of Ukraine enterprises on the basis of management of processes of waste creation and utilization are formulated.

It is determined that it is necessary to use complex approach, which allows controlling waste creation and utilisation at all stages of production and in all subdivisions.

For the purpose of further criteria base development of decision-making about introduction of innovative project and measures of production's ecologization, the approach that presupposes correlation assessment of measures

introduction's boundary effect (growth of the positive effect per time unit) and boundary income from alternative use of investment funds (income from alternative investment per time unit) is proposed.

## DEMOGRACY, LABOR ECONOMICS, SOCIAL ECONOMICS AND POLITICS

**Yelets O.P.**

*Candidate of Economic Sciences, Associate Professor  
Department of Business Economics  
Zaporizhia State Engineering Academy*

### THE MOTIVATION OF INNOVATION ACTIVITY OF PERSONNEL

In the article the concepts «motivation» and «motivational mechanism» are considered, the components of motivational mechanism of innovative activity of enterprise are determined; the classification of motivation of innovative activity of personnel is resulted.

The effectiveness of innovation development greatly depends on the stimulation system of innovation activities. It should include two efficient stimuli of innovation activities for all participants of innovation process, arouse motives to creative work, and create mutually beneficial economic mechanism of their interrelation.

Effectiveness of researchers and developers is measured by forms and methods of motivation and stimulation, which features stipulated by the kind of work. Goals achievement persistence is forming under the influence of powerful motivational factors.

Theoretical base of the modern ideas about features of intellectual work of creative character and its motivation is developed by B. Henkin, P. Zavlin, V. Inozemtsev, H. Slezinger and others.

An important contribution to scientific thought development in the field of motivation of labour activities that needs realisation of scientific and technical creative work, make following native scientists: P.P. Mykytiuk, T.H. Dudar, V.V. Melnichenko, T.O. Skrypko, O.M. Denysenko, A.P. Hrechan and other. But the greater part of their works has mainly general-theoretical character or devoted to solving of separate aspects of problems.

The aim of the paper is an analysis of material motivation of innovation activities by criteria of form, direction, purpose, duration and hierarchical dependence; consideration of motivational mechanism.

Introduction of the system of material stimulation of innovation personnel activities in the enterprise foresees application of economic justification procedure of different material payments. One of the widespread criteria of assessment of material stimulation system effectiveness is the assessment of correlation of gained effect after application of this system and its real-

ization costs. If additional effect, which exceeds stimulation payments, appears, the system of material stimulation is considered as effective. Achievement of effectiveness of material stimulation

system functioning is the result of the right choice of economically grounded set of assessment characteristics, and also measurement data and conditions of awarding bonuses.

**Kovalenko E.V.**

*Ph.D. in Economics, Professor,  
Head of Department of Business Economics  
Zaporizhia State Engineering Academy*

## **INVESTIGATION OF INFLUENCE OF STAFF INCENTIVES FOR PRODUCTIVITY**

The article considers an essence of stimulation of personnel, its basic descriptions and influence on the productivity of labour. Investigated main constituents and terms of forming of the effective motivation system, which will lead to the high labour results in modern market conditions.

The problem of workers' stimulation for the labour productivity is today one of the most important questions, when enterprise try to gain a competitive advantage from the employment and use of high-quality personnel. However, nowadays effective system of personnel motivation and its stimulating for work only start to appear in our country. It stipulate for necessity of investigation of the corresponding foreign experience. Increase of labour efficiency is related to main goal of society: to provide economic growth, which is determined by GDP increase as a whole and per capita. It causes the need to prove measures of increasing of labour use effectiveness at the level of every enterprise as a first link of common production in all sectors of national economy. Thus, it is difficult to exaggerate the actuality of researches of problems related to process optimisation

of personnel stimulation for labour productivity.

Effective management of industrial and economic activity of enterprises greatly depends on the use of well-organized motivational mechanism. Investigation of defined and other problems of motivation and labour stimulating, recommendations' development to provide effectiveness of personnel stimulation are the most important tasks of economic science at the modern stage of development of our country and society as a whole.

When constructing wage and labour stimulation systems, head of an enterprise should take into account that it is impossible to motivate equally all employees. It will help him to make wage and labour stimulation systems economically effective. Head of an enterprise can make an individual system of motivation for each employee or group of employees, using division of personnel.

When constructing wage and labour stimulation systems, it is necessary to take into account that effectiveness of enterprise personnel motivation have to display degree of achievement of social and economical goals, which make management of enterprise.

**Marmul L.O.**  
*Doctor of Economic Sciences, Professor,  
Head of Economic Theory and  
Financially-Economic Security Department  
Odesa National Academy of Food Technologies*

## **SOCIAL ASPECTS OF THE FORMATION OF PRICES OF AGRICULTURAL PRODUCTS IN THE REGIONS OF UKRAINE**

In the article the peculiarities of the prices formation of agricultural products. The necessity of taking into account social aspects of activity of agricultural enterprises, development of rural areas in the regions of the country.

According to many researchers and practitioners, a major cause of saving the crisis in agriculture is inconsistency manifested in the state pricing policy and continues to manifest itself in a sharp deterioration of equivalent exchange between agriculture and industry. It has not controlled price increases monopoly that supply the village means of production, reducing demand for agricultural raw materials of food businesses, food production because of low solvency of the general population.

Economic processes agro-industrial activities, a market economy objectively requires the formation of such a pricing policy that would ensure equivalence of exchange on the stages of material and financial support, primary production, processing and sale of goods, services and income generation necessary for extended reproduction in agriculture and rural development. The success of formation and development of market relations in the agrarian economies largely depend

on pricing for the products of agricultural production, its compliance with the new conditions of industrial activity and entrepreneurship.

Price is an important regulator of the interaction of market relations. It is closely related to the law of value, supply and demand, the territorial division of labour, which represent the driving force of economic development and growth. This requires an objective approach to the study of the process of pricing in the business and regional level, allowing for the spatial distribution and marketing environment, market food situation of consumer and the amounts and forms of state support for agricultural producers.

Price - an expression of good value considering the costs and profits for further expansion. High prices ensure the normal functioning of agricultural economy, but they must be objective for manufacturers and consumers. Under these conditions, an economic system characterized by stability and orderliness of prospects for development. On the other hand, the existing disparity in prices causes a high risk of bankruptcy of agricultural enterprises, loss of profits, recession, and deterioration of product quality and so on. Resolving this issue will enable it to

develop dynamically and actively, including at the regional level, a positive impact on rural development in general.

The process of price formation for agricultural products has regional characteristics: the presence of the general tendency to excess supply over demand levels; the emergence of price distortions due to the imbalance of supply and

demand; the high cost of agricultural production, related to the specific entities in the earth; high costs of agricultural enterprises due to imperfect technology production, the use of outdated technology, unequal exchange with industry, the monopoly position of processing enterprises, etc.; low income and solvency of the population.

## MONEY, FINANCES AND CREDIT

**Bashnianin H.I.**

*Doctor of Economic Sciences, Professor,  
Honoured Worker of Sciences and Technology of Ukraine,  
Lviv Academy of Commerce*

**Lintur V.I.**

*Candidate of Economic Sciences,  
Senior Lecturer of Accounting and Finance Department,  
Mukachevo State University*

### FINANCIAL STABILITY OF CORPORATE ENTITIES AND HOW TO IMPROVE THEM

This article deals with issues concerning the economic essence and methodical fundamentals of assessing the financial sustainability of the enterprise, the theoretical aspects of factors on the growth or reduction of the financial sustainability of enterprises. Also in the article we analyzed the basic approaches to the definition of „financial stability” of the enterprise, the main indicators that ensure the financial stability of the company.

Condition of Ukrainian economy for today is connected with new stage of reformations, strengthening of economic and politic crisis, increasing of uncertainty and instability of management conditions and requires rapid and elastic reaction from subjects of management to the changing in factors of external environment. All of these conditions foresee the implementation of effective mechanisms of entertainment managing with the help of which entertainment might to be able to quickly get changes, identify them and then in a way to provide cor-

respond adaptation of commercial, financial and investment activity.

That is why, the ensuring of financial stability is the important question for entertainments.

The main purpose of this article is the researching of economic essence of financial stability, its’ major factors and also the development of recommendations about improvement of methodology of its regulation.

Basing on the said above purpose, the follow tasks will be admitted:

-To discover the theoretical questions concerning essence of financial stability and its value for subjects of economic activity;

-To characterize the types of financial stability and major factors influencing it

-To consider approaches to an assessment of financial stability;

-To consider the factors causing decrease and factors which provide growth of financial stability of the enterprise.

Financial stability – is an ability of enterprises or organization to fully functioning and develops and also to hold the balance stability as in external as in internal environment which assures the possibility of enterprise to get investment attraction and settle with credits in time.

For estimating of financial stability level, there are used follow indicators:

- Coefficient of a ratio of the raised and own funds.
- Coefficient of autonomy (solvency).
- Coefficient of manoeuvrability of own means.
- Effectiveness ratio of use of own means.

- Efficiency of financial resources of all property.

- Coefficient of concentration of own capital (autonomy coefficient, independence coefficient).

So, financial stability displays the condition of financial resources and such level of its using when the enterprise is able to provide the non-stop process of functional production and also its expenditures for diversification and modernization. The process of financial stability providing of enterprise should be directed on the minimization of negative influence of external and internal environment to the activity of enterprise.

**Grynko T.V.**

*Doctor of Economic Sciences, Professor,  
Head of Department of Economics and Management  
Oles Honchar Dnipropetrovsk National University*

## **JUSTIFICATION OF THE ENTERPRISE COST REDUCTION STRATEGY**

A task and directions of forming this strategy are specified. A state of development enterprises is explored and the strategic analysis of costs taking into account the industry features is made. Reserves of the cost cutting and key competences are investigated.

Modern economic relations are characterized by increased competition, which necessitates the formation of competitive strategies for survival and development of domestic enterprises. Defining strategic activities and developing a competitive strategy, the enterprise does not always have the opportunity to influence or effectively manage all processes that occur in the environment of its operation. However, analysis of external and internal environment allows identifying current trends and serves as an information basis for making adequate strategic decisions. An important step in the formation of a strategy to reduce costs is identifying and setting goals aimed at reducing costs. The tasks of the strategy are to choose the technology with minimal cost, minimize cost per unit of output and rationalize resources.

Relevance of the research leads to the need for more detailed study of the crisis state of many domestic food

industries, leads to changes in management system and needs improvement of theory and practice of strategies development. An effective strategy development enables enterprises to survive in difficult market conditions and is essential for those industries which are strategically important and guarantee food security.

The enterprises adopted a number of decisions aimed at reducing production costs and increase competitiveness. But urgent tasks are to develop strategies to reduce costs based on a synthesis of international experience of strategic cost management, critical assessment of national experience of costs reducing and international experience adapting to conditions of Ukrainian economy.

Thus, scientifically proven strategy to reduce enterprise costs must take into account the situation on the market, to determine the impact of external and internal factors, to evaluate the position on the market and its competitive advantages. In the process of cost reduction strategy it is essential to define goals and objectives of the strategy, make the most efficient allocation of resources, concretize decisions, identify responsible for their implementation.

**Nesterova S.V.**

*PhD in Economics, Associate Professor  
of Department of Financial and Credit  
Mukachevo State University*

## **ADAPTATION OF BALANCE FOR THE ESTIMATION OF THE FINANCIAL STATE OF ENTERPRISE**

The necessity of adaptation is grounded for standardization form of financial reporting about needs of the ordinary user; innovations which happened in submission of information in balance of the outlined enterprise, also the procedure of transformation is offered for standardization of balance in comparative analytical and for the purpose of simplification of informational perception on a financial condition of the enterprise. Functioning of the Ukrainian economy in a legal branch demands unification and standardization in those forms of financial statements which are used by potential investors for decision-making, is connected with an assessment of a financial condition of the enterprises.

But for trend and special analysis the standard form of balance seems overloaded with indicators. That's why, during such analysis it's necessary to use the aggregated balance in which number of articles it is considerably reduced by combination of uniform articles and elimination of such regulative articles. The list of concrete transformational procedures of standard balance of the aggregated depends on the purposes of the analysis, qualification and experience of the analyst. The main methods of such work are:

- association of articles which are uniform in the contents;

- exceptions from an asset, and a passive of the sums which balance with each other on condition of functional compliance.

The next step of balance adaptation in information needs of users is addition of the aggregated balance with calculation of structural indicators, dynamics and structural dynamics. At this stage the user receives so-called comparative analytical balance which actually contains indicators of the horizontal (dynamic) and vertical (structural) analysis. The comparative analytical balance contains information, is sufficient for calculation of indicators of liquidity (solvency), financial stability and turnover, necessary for calculation of indicators, and profitability for the reporting period.

Competently created comparative analytical balance will allow users to carry out the express analysis of a financial condition in the enterprise which is an object of their investment expectations and it is useful to professional analysts which have provided the opportunity to more effective process massifs of indicators of the reporting. One of the purposes of such processing is creation of database for development of criteria norms of the indicators in a financial state adapted for realities of the Ukrainian market in the context of integration into the European space.

**Khrushch N.A.**

*Doctor of Economics, Professor,  
Head of Finance, Banking and Insurance Department  
Khmelnysky National University*

**Prystupa L.A.**

*Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer of Finance, Banking and Insurance Department  
Khmelnysky National University*

## **FINANCIAL AND ECONOMIC ESSENCE AND TRENDS OF CROWDFUNDING IN TODAY'S BUSINESS ENVIRONMENT**

The article deals with the financial and economic essence of crowdfunding. It identified the differences from traditional forms of crowdfunding to raise funds to finance the projects. Generalized and systematized based on types of crowdfunding goal developers (authors) projects and reward features of social investors. Attention is paid to the peculiarities and typology of crowdfunding platforms, depending on the order of fundraising. Abstract figures and trends of crowdfunding in today's business environment.

The specifics of the modern environment is that the development community as well as individual entities, depends on the ability to attract and efficient use of financial resources.

Due to the impact globalization processes and development of information technology, the spread of social networking there are new forms of public finances based not on government guarantees or share capital, and on public participation. Different types of communities appears to understand that the quickest and most effective way to solve the problem of finding resources for their own develop-

ment - it does not search for the cheapest credit or lobbying the authorities, and self-financing.

Therefore, the question of the relevance become extremely problematic and require further theoretical and applied research.

Crowdfunding - New technology to raise funds a large number of investors - Internet users related to social networks, to finance various projects. Crowdfunding defined as "funding from the world on a string", "social bank", "collective purse", "popular finance", "People's clubbing."

Crowdfunding - a technology of social financing through the Internet, Form of social investment that they carry persons that are not institutional investors, such as government, business, investment funds, venture capital, business angels and others. The main actors are the social finance people for whom making money in certain projects (production, innovation, cultural etc.) occupation is temporary and additional to the main types of economic activity.

Funding in this case through specialized Internet platform to help create the

most complete description of the project or funding requirements. For more informative and motivating potential investors are placed investments in the form of photos, links to videos, documents (business plan, etc.) In addition, notes required amount for financing, the period for which the money involved, the proposed percentage of income. With the social nature of the project, with donations usually indicates that the non-repayable financial assistance. There is a practice of presenting projects in such popular portals social networks, mailing information to potentially interested groups.

In summary, it can be argued that crowdfunding - an innovative financial service, the main idea is based on the cooperation in the form of the collec-

tive funding of different kinds of projects to achieve set objectives, implemented through capital formation. It comes in small amounts from a large not previously known number of people based on open competition using Internet technologies. Crowdfunding can attract like-minded people on the project preferences, ideas, tastes and character. There may be a true test of a new instrument for the project, determining the target audience, learning preferences and wishes of potential customers.

Considering all the facts and trends of modern business technologies, crowdfunding in the short term, with appropriate legislative provision rightly converted the Financial experiment successful working tool.

## MATHEMATICAL METHODS, MODELS AND INFORMATIONAL TECHNOLOGIES IN ECONOMY

**Minakova S.M.**

*Doctor of Economic Sciences  
State Maritime Academy of Odessa*

### MODELLING OF THE TEACHING PROCESS IN LOGISTIC SYSTEMS BY USING OF NESTED PETRI NETS

Nowadays, despite considerable success of interactive studying, there are many problems that are not decided. To them, first of all, can be added development of engineering methods of creation computer teaching systems as a type of information systems using modern development methodologies and technologies, in particular, CASE-technologies. In addition, it is actual the creation of methods of such evaluation of didactic and operational characteristics of the developed training systems.

Let's look through the extension of Petri nets, which is useful while modelling of the teaching process. We speak about so-called Nested Petri networks (Nested Petri Nets-NPN).

The appearance of a given variety of Petri nets is connected with the desire of researches to have a tool for adequate and convenient representation of complex systems with difficult hierarchical and multi-agent structure.

Nested Petri Nets are an extension of standard Petri net formalism in which

chips that represent local resources in positions of the system network, can themselves be complex objects with network structure and be modelled with low-level Petri networks - they will be called - satellite networks.

Nested Petri nets (Nested Petri Nets - NPN) is one of the modern tools of modelling and research of parallel working systems that have certain independence and own activity. These features make attractive their use when modelling educational process, conducted by a group of students both in traditional educational process and interactive computer training.

In this article we first offered two-level teaching model, consisting of a central system and a set of systems – satellites, which model the individual behaviour of students. Interactive, in other words, largely, independent training with the use of modern information technologies is one of the main directions of improvement of the education system.

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