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ECONOMICS AND HISTORY OF ECONOMIC IDEA

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RESEARCH OF DETERMINATION OF ECONOMIC ESSENCE OF CONCEPT «EFFICIENCY»

In the article concept of efficiency as the economic category and its connection with concept «effectiveness» is reflected; general and excellent descriptions of effectiveness and efficiency are set; the basic types of efficiency are determined; the methods of estimation of efficiency are considered.

Successful realization of enterprise development strategy, its competitiveness increase, international market entry presupposed first at all not only productivity, but also effective economic activity. It motives entrepreneurs and heads to continuous search of reserve and ways to increase efficiency use of resources in their activities. At the same time, the increase of economic efficiency of native enterprises would promote socio-economic development of national economy and its effective integration into world economic space.

In spite of significant amount of scientific works and essential achievements in this field, the set of theoretical-methodical and practical questions about essence definition, quantitative evaluation, effectiveness analysis and effectiveness management mechanism development of enterprise economic activities remain not

solved, controversial, need clarifications and further development that cause the necessity of this scientific research.

The aim of the paper is to investigate different approaches to determine economic essence of the concept “effectiveness” for clarification of its meaning content. To achieve stated objective, the following tasks were accomplished: considered the essence of economic category “effectiveness”, established its relation to such categories as “effect”, “productivity”, defined common and distinguishing features between effectiveness and productivity, formulated determination of the term “assessment of effectiveness of enterprise activities” and listed methods of effectiveness assessment.

Effectiveness is a multidimensional and complex economic concept that is understood as following: firstly, productivity of the activity (process, project, measures realization), which is characterized by correlation between gained economic effect and resources expenses, which predetermined this result’s receiving; secondly, integrated assessment of results of use of all kinds of resources; thirdly, degree of stated goals achievement. Results of this sur-

vey of approaches to define the essence of effectiveness are the necessary basis for the further research of theoretical-methodical and practical aspects of forming of effectiveness management mechanism of enterprise economic activities in terms of unstable outdoor environment.

ECONOMY AND NATIONAL ECONOMY MANAGEMENT

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STRATEGY OF SURVIVAL AND SELF-REPRODUCTION OF COMPLEX SELF-MANAGING SOCIAL-ECONOMIC SYSTEMS IN MESOLEVEL

Last decade, in Western management a tendency to reduce the number of management levels appeared, i.e. the trend in the flattening of organizational structures and empowerment of employees. In this decision-making powers are transferred to those managers who do not only lead the process of developing of strategies at the level of individual organizational unit but guide the process of its implementation. Employees, that do not occupy leadership positions, should have the right to discuss and resolve issues related to their work.

Realization of the above principles allows the firm to use the intellectual potential of the employees, thereby increasing its competitiveness.

Thus, the potential of the system is provided by three components:

- 1) the presence or absence of these or those elements of the system;
- 2) adequate quantitative and qualitative characteristics of these elements;
- 3) specific combination (relationship)

between the existing elements, which allows you to create additional efficiency.

To the consideration were subjected problems of the theory of strategic self management in complex social-economic systems: enterprise, company, corporation, and region.

It was determined that the strategy of survival and self-reproduction of complex self-managed social and economic systems to a certain extent depends on its total potential. It is proved that an effective mechanism of self-reproduction of potential of such systems is the efficiency of its organizational structure.

Based on the above said, it can be concluded that management of the enterprise potential as a complex social - economic system, is one of the most perspective directions of control theory development. Management of potential - a complex and system approach to the problem of survival of the enterprise in a long term period.

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CURRENT POLICY APPROACHES TO PRICING IN AGRICULTURE UKRAINE

The article is devoted to developing improvements in key directions of government regulation of the economic activity of agricultural enterprises. The author substantiates the necessity of including the price of land into the price of agricultural products, using the single method of determining the profit margins for all sectors of the economy. The main direction of improving pricing mechanism in the agro-industrial complex is an integrated approach to pricing at all the stages of reproductive cycle and using the single for the economy methodological framework. The gradual transition from adjustable to free prices with an active role of the state in providing equivalent exchange, restricting prices for a monopoly's products and gradual approaching domestic prices to international ones.

Price is the main source of their own financial resources, and therefore price parity plays a leading role in shaping key indicator of financial condition - profitability. Agricultural production is an area of significant risks, because the desire to stabilize the income of agricultural producers - an important direction of agricultural policy. Agriculture has significant shortcomings of the current pricing, which caused two key unresolved issues of agricultural price policy: providing an

equivalent level of prices and its stability under conditions of constant and intense inflation.

Price production, which is a requirement of offers on the market is faced with the possibilities of demand, and the result is a market price equilibrium. In this model, the local market price is valid for a particular region. National market determines prices are national, and the process of globalization creates value and price of the world market. Between the local, national and global markets is always a price difference. However, with the elimination of customs barriers, improve technology, delivery, and storage of whole market infrastructure growing trend towards convergence of local and world prices. Today a growing cross-border freedom of movement of goods, the ability of modern technology to store and move food products at any distance form as a permanent pattern of convergence in prices of food markets. Therefore, to determine the extent of compliance with the equivalence of linkages in national agricultural domain should be comparing the proportions of domestic and world prices of purchase and sale.

Thus, if the dynamics of domestic and world prices is such that approaches, that is convergent trend should talk about strengthening pricing equivalence (par-

ity). For the opposite dynamics of internal and external prices, that is, their divergent movement, there is an increase of the price disparity.

Prove regularity complement of regulation mechanism in state agricultural enterprises tools through the price mechanism as the main policy lever to stimulate agrarian reform.

Identify the main ways of improving pricing in terms of reforming agriculture policy and regulations on capitalization value of land and include the cost of agricultural land in the capital to ensure the normal process of expanded reproduction in the agricultural sector.

The purpose of the article - to justify the directions of improvement of the

financial mechanism of price regulation in the farming industry.

The revival of the agricultural sector is not possible without state regulation of prices in the agricultural trade. Need the multi-state program aimed at weakening noticeable disparity in prices and control system for its implementation. The current price level and volatility of agricultural production do not provide favourable financial conditions for sustainable development. Further development of the strategic directions of financial support to the agricultural sector should be aimed at increasing the aid budget to agricultural and real increase in purchasing power to increase the capacity of the domestic food market.

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ENERGY EFFICIENCY OF INDUSTRIAL ENTERPRISES OF UKRAINE AND BARRIERS FOR ITS IMPLEMENTATION

The problems of power efficiency of industrial enterprises are considered in the article. Legislation is considered in the field of energy-savings. Prospects and directions of public policy are systematized in the area of power efficiency and energy-savings. The results of introduction of measures are analyzed on the increase of enterprise power efficiency. Factors influencing on power efficiency of enterprise are systematized. In the article barriers are analyzed on introduction of measures in the field of power efficiency on an enterprise. With the purpose of increase of power efficiency on industrial enterprises corresponding measures were worked out.

Today an industrial enterprises' increase of power efficiency is one of the main tasks for productivity increasing and net cost reducing. Net cost reducing is one of the competitive advantage of any product, especially now, when outlet becoming more and more discerning. Nowadays modern industrial enterprises need to change fundamentally their approach to energy resources use. The primary task is an economic use of energy resources and

increase of efficiency of their use at all production and consumption stages.

Unlike development countries where energy efficiency policy is an element of economically and ecologically rational resources use, it is a question of survival for Ukraine, because it related to the problem of balanced solvent consumption of fuel and energy resources and has sharply negative social consequences.

In spite of that the accepted Energy Strategy of Ukraine implies introduction and conduction of enterprise energy efficiency measures, in tote there is no posed problem to stop dynamic growth of demand for energy and capacity from the direction of state economy as a whole and its separate regions, sectors and enterprises. Thus, it is planned a growth of demand for energy by 37% till 2030.

For now it is a severe need of comprehensive and efficiency introduction and utilization of technologies related to energy efficiency of production. Increase of industry enterprise energy efficiency determines an economic development of the state and its survival in competitive markets.

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MECHANISM ECOLOGICALLY SUSTAINABLE DEVELOPMENT OF RURAL TERRITORIES: ESSENCE, CONSTITUENTS AND FUNCTIONS

The article is sanctified to the ground of definition «economic mechanism ecologically sustainable development of rural territories» with as aggregate of economic methods, mutually constrained at the level of rural territory in only, managed by legal norms, mechanism, that allows to carry out complex ecology-socio-economy development.

The general structure of mechanism of providing ecologically of sustainable development of rural territories is schematically presented. By basis for forming of mechanism ecologically sustainable development of rural territories there are constituents ecologically sustainable development in co-operation of which and the socio-economic environment of sustainable development of rural territories is formed both at the level of the state and in a regional cut. Exactly they cause the necessity of functioning of four basic mechanisms: economic, ecological, social organizational, institutional-legal.

An economic mechanism does not exist as the closed system, and only as a dynamic and open system which takes into account the aggregate of internal and external factors, because development of rural territory can be braked or limited to different influences and factors. The functions of economic mechanism are accordingly reasonable ecologically sustainable development of rural territory

System organization of rural territories in the conditions of passing to sustainable development must be sent to maximal satisfaction of necessities of rural population, on providing of food and ecological safety of country with effective combination of human, social, technological and natural capitals. In the conditions of calls of globalization, it is necessary to investigate new directions of increase of efficiency of the use of the raw mineral-material, aquatic and forest resources social potential of sustainable development landed are possible.

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THE EFFICIENCY OF ECONOMIC ACTIVITY: ITS ESSENCE AND APPROACHES

In this article the essence of the concept of «efficiency of economic activity» is investigated. There're examined and classified the main approaches to determining the economic category of «efficiency».

Development of economic science inseparably linked with solving of problems of efficient and continued business operation. At the same time enterprises have complex task not only to sustain achieved level of its activities, but also aim to achieve sufficiently great results, by means of ensuring of economical activity efficiency, making weighed management decisions, providing a basis for economic security systems generating and so on.

Efficiency assessment of production activity, management decisions, economic resources use and also concrete technologies and instruments to provide an enterprise efficient functioning are of interest of scientists as well as economists. Exactly it clarified an actuality of problems related to research of essence and types of economical activity efficiency of business entities according to modern conditions.

There is no today clear differentiation between concepts “efficiency”, “productive efficiency” and “effectiveness of business operation”. Defining certain type of efficiency, authors often not com-

pletely reveal essence of approaches to efficiency.

Generalization of approaches (classification of effectiveness types) to effectiveness of business operation allows characterising effectiveness of business operation on different sides and signs. At that time, every type of effectiveness gives separate characteristic of effectiveness of business operation. Thus it is necessary to pay attention to all types of effectiveness as in aggregate they can essentially increase ultimate enterprise efficiency.

Hence, the determination of economical activity effectiveness is of great importance, both scientific and practical. It can help not only to estimate enterprise effectiveness, analyse a cumulative effect of its structural subdivisions and business lines, and also to define development strategy, elaborate perspective assumptions and plan of actions, determine results of resources use: production equipment, labour force, information etc.

Effectiveness of business operation is a complex characteristic of existence of socio-economic system. For its determination a comprehensive approach is also should be used; it include a set of assessment criteria of effectiveness of business operation: effectiveness of its expenses, target effectiveness and competitiveness.

ECONOMY AND MANAGEMENT OF ENTERPRISES

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FRANCHISING BUSINESS OF UKRAINE IN THE PERIOD OF CRISIS

Today, Ukraine is in the deep political and social crisis which stimulates to searching of new forms and methods of business. As a result, relevance is gained with franchising networks which experience introduction testifies positive shifts in economic activity of both certain subjects managing and whole market in general. In article characteristic features of business franchises and factors of influence on their realization are investigated and analysed which represents considerable scientific and practical interest.

Cleaning companies provides a wide specter works on cleaning of rooms. Service is based on modern technologies, the organizational principles, effective equipment and high-quality chemical means. But the main factor of quality of services is the personnel component which is characterized by special preparation.

As certain researchers, the main services which would be in our country in a great demand are such:

- cleaning of apartments;
- cleaning of offices;

- cleaning of cottages;
- cleaning of rooms after repair;
- dry-cleaner of carpets, carpets, carpet, and also upholstered and office furniture;
- washing of windows, show-windows;
- gardening
- care of a lawn;
- landing and selection of plants, design.

Small and medium business – are the guarantee of stable economic of country. It is known that the franchising successfully combines two approaches to the organization of business: organization of own business “from scratch” and acquisition of “the operating business”. In the conditions of social, political and economic instability, introduction of franchising systems in activity of economic entities of the market is alternative approach to introduction of business activity, pledge of minimization of risk and receiving synergetic effect as a result of joint organized activity of participants of a network.

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STUDY OF THE PROBABILITY OF BANKRUPTCY OF AN INDUSTRIAL ENTERPRISE

The article describes the main approaches to the study of the probability of bankruptcy of an industrial enterprise, studied a methodology for analyzing the probability of bankruptcy.

In conditions of instability economy, monetary deficit, price policy fluctuations, as well as instability and imperfection of the current legislation, many enterprises have become insolvent that as a result can lead to bankruptcy.

Most Ukraine enterprises has a circle of more or less similar problems, namely changing economic environment in which they exist; loss of traditional markets for its products; change the planning system and as a result – a violation of the rhythm of industrial activity and so on.

Because all companies are constantly under the influence of unfavourable external and internal factors, the issue of definition of bankruptcy probability today is particularly acute. The relevance and practical importance of the question are caused by the need to find the most reliable methods and techniques of predicting the bankruptcy probability.

Aims of the article are to study modern methods of predicting the probability of bankruptcy of industrial enterprises and the problems of financial condition monitoring of enterprises to develop timely anti-crisis measures.

It can be concluded that among the existing models of the probability of bankruptcy there is no technique that can provide reliable results about bankruptcy of industrial enterprises. When using certain techniques and methods of predicting the probability of bankruptcy, there takes place a receiving of conflicting conclusions about the level of the financial condition of the industrial enterprise and the threat of bankruptcy.

The use of certain models of the probability of bankruptcy depends on the observation objects, purposes and scope of the study. However, not all models are suitable for the conditions of the national economy of Ukraine, therefore the specifics of modern development and use the results of calculations for several of them should be considered.

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THE ESSENCE OF COMPETITION AND COMPETITIVE ABILITY OF THE ENTERPRISE

In the article the essence and the functions of competition are defined, the levels of competitive ability are considered, the approaches to definition “competitive ability of enterprise” are explored.

Today, economic activity is based on market relations. The central concept that expresses the essence of the market economy is competition. Problems of competition and competitiveness are not studied in Ukraine up to the 90s of XX century due to lack of need, but now in terms of the current economic system and fierce competition this issue becomes very important. Consideration of the nature of enterprise competitiveness is important both for the economy as a whole and for individual producers, because it is the guarantee of a high and stable income, and the viability of the company, its economic security and sustainable development. Realizing this, domestic producers set themselves a goal: to meet the needs that exist in the market, to maximize profits and increase sales, expanding the share of domestic and international markets, providing the required level of quality and prices of

manufactured products, introduction of new technological processes and equipment upgrading.

Research of concept “enterprise competitiveness” foresees definition of essence of the “competitive” as a category, as they are closely associated: competitiveness can exist only if it is competitive between producers of certain product or service.

Competitive make manufacturers to apply innovational processes and technologies in industry to reduce production expenses. In that way they increase products’ quality and attract attention of new customers and so increase their profits. Competitiveness appears only in terms of competitive, in its different levels that should be considered in its management. The research proves that competitiveness of enterprise is a complicate multifold concept that means competition, battle for best results achieving, competitive advantage receiving by effective use of all available recourses, producing and realization of competitive products and profit-earning from conduction of effective economical activity

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APPROACHES TO THE DEFINITION OF ECONOMIC SECURITY OF ENTERPRISE

The article deals with studying the category of «economic security of enterprise». There're systematized, analyzed and identified features of the existing approaches to the definition of economic security of enterprise. The essence of enterprise' economic security is specified in order to create preconditions for the realization and implementation of economic safety in the practice of domestic enterprises.

Nowadays the problems of providing conditions of enterprise economic growth are in the foreground. Unstable political and socio-economical situation in the country, international, regional, territorial conflicts, legislation imperfection, society criminalization, fraud, corruption and other factors impact on the enterprise development. All of it sharply actualizes the problem of providing enterprise economic security.

Problem of providing enterprise economic security attracts attention for a long time. Today there are certain categorical apparatus and several approaches to the security defining and providing.

Economic security is universal category that display security of subjects of socio-economical relations at all levels, from state to each its national. Enterprise economic security is protectability

of its activities from negative impact of external and internal environment, and also ability to remove promptly different threats or to adapt to current conditions, which not affect adversely on its activities. Forms of economic security threats demonstration have different character on macrolevels and macrolevels of economy management hierarchy and are the complex dynamic system that defines the necessity in intensity monitoring of their impact.

We consider economic security of enterprise as complex characteristic of obtained and estimated results of enterprise activities, which is caused by aims harmonization and expects rational use of resources. In accordance, it is proposed to understand enterprise economic security providing as continuous, systematic process that assume diagnostics of external and internal environment of enterprise, organization and realization of measures to support an enterprise stable functioning in accordance to its strategic, tactic and current targets, which is achieved first of all by the most rational resource allocation and use. Such interpretation of economic security gives an opportunity to single out enterprise goal achievement as a key criterion of providing enterprise economic security.

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RATIONALIZATION OF THE RESOURCES USE IN AN INDUSTRIAL ENTERPRISE BY MEANS OF INNOVATIONS

In the article the different aspects of enterprises resources use are investigated for the purpose of rationalization of the use of resources by means of innovative activity. Directions to solve a problem of rationalization of resources use are offered by means of innovative approaches, and also some backlogs of such decisions for the separate types of resources.

Rationality of resources use forms at microlevel and surely depends on the perfection of technological, organisational-technical and management processes among all way of resources consumption, from rate setting, which means establishing an optimal expenses rate of resource per one standard unit (product, operation, etc.), to the materials recovery. In modern conditions, market participant development depends more and more on the use of innovation as a way of rationalization of enterprise resources use. In this connection the problem of invocation of innovation activity is oftener connected with the problem of rational resources use.

A lot of scientific works are devoted to the problem of rational resources use. In particular, the directions of rational-

ization of the resources use by means of innovations are presented in papers of O.O. Morozov, who consider resource-saving as regular results of new technologies innovation, I.I. Tarasova, who consider rationalization of resources use by means of technological and non-technological innovations, and M.Y. Tymoshenko and other scientists.

In the current condition, innovative activity is the most productive way to rationalize the production resources use, and in many cases – the only way. Today this approach to rationalization needs further scientific and methodological support

The main aim of the paper is to analyze different aspects of enterprise resources use in order to rationalize the resources use owing to innovation activity.

An innovative way of development forms real prospect to rationalize resources use of enterprise in current conditions. There are necessary prompt reorientation on new technologies and renewal of the enterprise basic assets to provide competitiveness of the native products in the market.

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PRICE TRENDS INDUSTRY OF UKRAINE

The article discusses the price trends of the industrial sector. Price as economic characteristics is a significant regulator of the market. Popular methods for its determination in industrial enterprises include combined. The general trend of industrial production price index has a dynamic and at the same time a downward trend until 2012, gradually narrowing price channel by lowering the level of the upper border. The overall trend in prices of industrial products described polynomial dependence of the second, third and fourth order, that is, has a parabolic character development. Forming in 2013, the growing trend is due to the negative impact of the tax burden on industry, in a recession economy worsens extremely difficult situation the industrial sector.

Primary signs of crisis in the economy also recognize through price indices, which represent the cost of goods or services, and enterprise performance, taking into account factors that form the price level. In recent years, price indices of industrial sector is quite volatile and dependent on foreign market opportunities. Recession economy creates increasing price trend for industrial products, but the growth indicators of the cost of industrial products ahead of similar indicators due rapid price growth component of production costs. In the face of declining overall demand and world prices for

industrial products, reduce investment, high cost of industrial products, performance of the industry for 9 months of 2014 are at “-79,724.0 million.” Therefore, pricing industry as a regulator of the balance of the commercial interests of producers and consumers is inefficient, therefore requires further study in recession economy.

The overall trend in prices of industrial products is described by polynomial dependence, except food, beverages and tobacco, light industry and chemical industry, which is inherent logarithmic trend. Polynomial trend characterizing the presence of the parabolic nature of price trends in the second, third and fourth order. In the end, we note that the price trends of industrial production are dynamically unstable type of parabolic trend.

Price as economic characteristics is an important regulator of the market. The methods of its determination to include industrial combined, allowing maximum manufacturer to find a balance between their own consumer and business interests. Average price index of industrial products from 1996 to 2013 is 114,2%, and the rate of standard deviation - 9.37%, coefficient of variation rate of the price index for industrial products is 8.21%, which characterizes a low risk variability in score. The general trend of price indices of industrial prod-

ucts is both dynamic and the downward trend until 2012, gradually narrowing the price channel by lowering its upper limit. The overall trend in prices of industrial products is described by polynomial dependence of the second, third and fourth

order, i.e. a parabolic character development. Forming in 2013, the growing trend is due to the negative impact of the tax burden on industries that in a recession the economy worsens extremely difficult situation the industrial sector.

PRODUCTIVE POWER DEVELOPMENT AND REGIONAL ECONOMY

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METHODOLOGICAL FOUNDATIONS OF ACCOUNTING AND REGULATION OF THE SOCIAL COMPONENTS OF ECONOMIC SECURITY OF THE REGIONS OF THE COUNTRY

In the article the features of formation of economic security of the regions of the country and its social aspects. Identified methodological approaches with respect to their accounting and valuation. Grounded tools and mechanisms of state regulation and support of economic security.

System structural reforms, covering all aspects of public life in Ukraine aimed at its modernization, sustainable development and economic growth. Yet the impact of destabilizing factors leads to deepening differences in the levels of socio-economic development of the country can become a different kind of danger for the economy. This necessitates the development of methodological tools for assessing the economic security of regions, the use of which will form the mechanisms of economic security, taking into account social, economic, resource and other characteristics of each region.

Ensuring economic security at the regional level - a guarantee of independence, the condition of social stability and effective life of society, economic

growth. This is because the economy is a vital party of society, the state and others. There are interconnected, and one line complements the other. Economic security is traditionally regarded as most important characteristic in quality stability of the economic system that determines its ability to maintain normal living conditions of the population, ensuring sustainable resources of the national economy and implementation of coherent national and state interests.

Socio-economic security of the country and its regions in the current economic conditions can be determined because of the combined effects of external and internal conditions and resources to ensure the sustainable development of society and its member's life quality. Its components facilitate efficient dynamic growth, proper implementation of restructuring, their ability to meet the needs of society and the state, the individual, to ensure competitiveness in the internal and external markets, guaranteeing protection against various risks, threats and losses.

Destruction as a single socio-cultural and ideological space that continuing economic disintegration and social differentiation of the population, destruction of ecological processes in Ukraine provokes tension in relations between the regions and the centre. This manifests itself in social instability, shadow economy, corruption, unequal budget support regions. The solution to these challenges lies in strengthening public institutions support economic security, sustainable use of market instruments, social and other resources and more.

Evaluation of the economic security of the region includes an analysis of his social development, which aims to identify the level and quality of life, its dynam-

ics, major problems playing population and workforce, the level and trends in employment. Identify the level of social tension, causes of crises and opportunities and the means to overcome them. Of great importance is also a regional analysis of trends in demographic processes directly related to social.

It recognizes the need to develop and study methods of complex analysis in crises in the economy and social sphere of the regions with administrative-territorial arrangement of the country and foreign experience of such studies; identifying specific regions or are potentially exposed to the achievement of the crisis, in which there is a threat to economic security of the country.

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NATURAL AND RESOURCE POTENTIAL OF THE DNIEPER ECONOMIC REGION

Natural and resource potential of the Dnieper area and major factors of placement of productive forces are considered in article. Modern problems of the area are analyzed.

Dnieper economic region occupies the territory of Dnipropetrovsk, Zaporizhzhia and Kirovograd regions – the part of central and south-eastern Ukraine. It is one of the most developed industrial regions of Ukraine with powerful social and economic potential, a favourable economic and geographical position regarding to highly developed regions of Ukraine – Donetsk, Black Sea, and Central, its main transport routes and ports of the Black and Azov Seas. The southern part of Zaporizhzhia region goes to the Azov Sea, and here is lower reach of the Dnieper, which enables the development of river and sea modes of transport, and recreational economy. The area is located in the steppe natural-economic zone with favourable conditions for development of agricultural production.

Dnieper economic region plays an important role in the economy of Ukraine. Its favourable economic and geographical location, climatic conditions, availability of minerals, qualified labour force allowed it to become one of the most developed regions. The convenient geographical location and high level of the

economy contribute to the development of inter-regional economic ties. This region exports iron and manganese ore, aluminium, titanium mining and metallurgical equipment, cars, tires, paints, varnishes, beet harvesters, agricultural products. It imports coal, coke, metallurgical and mining equipment, agriculture and light industrial products, different equipment.

Prydniprovia makes an indispensable contribution to the development of the steel industry, mechanical engineering, fuel and energy complex. As it mentioned earlier, the percentage of the area of ferrous and nonferrous metallurgy in the total volume of the country exceeds 50%, a fairly high proportion of electric power engineering and metalworking - more than 20%. Also, the region is one of the most important links in the chain of complex development of regions of Ukraine.

But economy of the region faces some challenges, such as complex ecological situation, the imbalance between production and non-production areas, inadequate territorial organization of the productive forces.

But it should be noted that the Prydniprovia economic region has a huge number of prospects and opportunities for further development of the regional economy and the state.

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THE ROLE OF PUBLIC-PRIVATE PARTNERSHIP IN REGIONAL DEVELOPMENT

In recent years, around the world there is a steady trend towards greater involvement of private capital to the implementation and financing of innovative projects at the regional and national level. The question of the mechanisms of state-private partnership is quite dynamic and require constant monitoring, especially in terms of the impact of external crises, the general trends of the world economy. The study identified key advantages over traditional projects PPP projects providing public services sector. Public-private partnership defined among the key mechanisms for implementing the policy of modernization of Ukraine's economy, solving important social and economic problems. Potential implementation of public-private partnerships as a tool for deepening of inter-regional economic integration is that the partnership of state and business interests require harmonization of these two major institutions of modern society and economy. The importance of PPP projects have on local government level. In cities and towns (utilities) are the main load of a large number of projects of social importance. The main problem that faced with the local authorities is the lack of financial resources. Therefore, at the level of local government to attract private capital

to solve urgent social and economic problems should become common practice. An important factor for the successful implementation of PPP is the presence of a stable and predictable market conditions. Public-private partnership can be considered as an alternative to privatization, as objects of public-private partnership is not transferred to the ownership of private partners, there is risk sharing between the private partner and the state of the object on the functioning of the infrastructure and services provided, thus achieved significant improvement facility by attracting private investment and joint (with public and private partners) management.

Modern Ukrainian economy is in a protracted investment and innovation crisis, there is a constant lack of investment capital, especially for our region. Ways and specific mechanisms to achieve the objectives of European integration of Ukraine, tactical approaches can and should be flexible and sensitive to changes occurring both within the state and in the EU and worldwide. Until now, the main focus was mostly building mechanisms of political relations with the EU, and this work definitely can not stop. At the same time efforts should now focus on significantly expanding and deepening practical

cooperation between Ukraine and the EU on all main directions - the economic and trade; Foreign and security; in the field of justice and home affairs.

The importance of public-private partnerships in regional development and growth of small and medium enterprises as the route of administration capacity and efficiency of private sector development initiatives at all levels is recognized. PPP mechanisms are widely used in the UK, Germany, Italy, France and Japan.

In EU countries, including France, Italy, Spain, for a long time already there are projects aimed at the development of transport (road and rail) systems, as well as projects in the area of municipal services based on concession. Enterprises in these sectors can not be privatized because of their strategic, social and socio-political importance. In this case, public-private partnerships in general, and in particular the mechanism of concession is strategically important alternative to privatization of state property.

DEMOGRACY, LABOR ECONOMICS, SOCIAL ECONOMICS AND POLITICS

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THE INTRODUCTION OF TARIFF-FREE WAGE SYSTEM AT THE ENTERPRISE

The article is devoted to the introduction of tariff-free wage system in the enterprise. The remuneration system is important in encouraging employees and maintain its interest in the outcome of labour. In case of inefficient operation of the system of remuneration of labour, there is a necessity of its optimization, i.e. the development and introduction to the work of the ways, paths and recommendations for improvement of this system. Forming an efficient system of remuneration for enterprises must be based on effective organizational-economic mechanism of remuneration, which reflects the relationship of the level of remuneration with the results of the company, the contribution of specific employee with regard to the public regulatory policies and distribution of wealth. Organization salary based on the use of its traditional elements in the form of tariff rates and salaries for different kinds of premiums, bonuses and allowances, non-responsive to the requirements of scientific and technological progress, improving product quality, saving resources.

Forming a highly efficient system of remuneration for the company should be

based on effective organizational and economic mechanism of remuneration that would reflect the relationship of remuneration to the results of business, labour input in their particular employee with the State policy of regulation and distribution of wealth. Company wages based on the use of traditional elements in the form of tariff rates and salaries, different kind prizes, extra allowances Mr. weakly sensitive to the requirements of scientific and technological progress, improving product quality, saving resources. What to do, abandoning the use of guaranteed rates and salaries in the practice of remuneration? Implement a system of tariff-free salary.

Remuneration system plays an important role in driving the company's employees and maintain its interest in the outcome of labour. In case of ineffective functioning of the system of remuneration is necessary to optimize, i.e. the development and implementation of the work methods, ways and recommendations of improvement of the system. During the optimization, features should be considered employees (their training and employment incentives) analysis features work.

Improving wage today can give us growth in the interest of workers effective work. Recently there was a need for such a pay system that has formed strong incentives to enhance efficiency. Since the existing tariff system of remuneration for employees not interested in even a small increase efficiency of their work, as most of its funds are formed based on the rules

and regulations on labour, providing predictable results.

Development of tariff-free pay systems is very troublesome and responsible job. However, through their competent implementation can achieve a significant increase in labour efficiency of employees, which will lead to increase productivity and efficiency of the enterprise as a whole.

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RESEARCH PRODUCTIVITY IN THE INDUSTRIAL ENTERPRISE

The article is devoted to the study of productivity in an industrial plant. Each enterprise is characterized by a certain level of productivity, which may rise or decline under the influence of various factors. Indisputable condition for progress and development of production is the growth of labour productivity. The growth of labour productivity is that the share of expenses of a living labour in the product is reduced and the bit cost of the past labour (embodied in means of production) increases, but so that the total amount of labour in each unit of the product decreases.

General indicators of efficiency of labour is labour productivity, which, like the performance, results and describes the ratio of costs in this case - the results of work and its cost.

Each enterprise is characterized by a certain level of productivity that can increase or decrease under the influence of various factors. The undoubted condition for progress and development of production is productivity growth. Rising productivity is the share of cost of living labour in products decreased, while the share of past labour costs

(embodied in the means of production) - is increasing, but so that the total amount of work in each unit of product decreases.

Analysed the productivity of workers of JSC "Zaporizhstal". Productivity per 1 employee (staff) industrial personnel in 2013 dropped to the level of last year to 0.35% (1500 UAH. Per 1 employee industrial personnel).

Reduced productivity due to lower volume of commodity output (in comparable prices on 1.01.2012 g.) At 0.49% the number reducing of industrial personnel at 0.14% (25 people.) Provided a slight increase in productivity, which is not offset declines through marketable products.

In the article, the growth-outstripping payroll in the enterprise compared to productivity growth, which negatively characterizes the situation.

It should focus throughout the company to improve productivity. You need to define the requirements of production, all programs should be carried out on time or ahead of schedule; All work must be performed at the lowest cost; you must also use the most advanced technologies, tools and equipment.

MONEY, FINANCES AND CREDIT

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THEORETICAL ASPECTS OF BANKING INSTITUTIONS IN THE BUDGETING SYSTEM OF FINANCIAL MANAGEMENT

The modern economy of any country in the world is impossible without a functioning banking system. Effective and quality of the banking system of the state is due to the high level of financial management in banks. Budgeting as a tool of financial management provides identification of specific indicators to achieve the strategic and tactical goals that poses a bank.

The urgency of the problem, its theoretical and practical significance led to the choice of theme, its goals and objectives.

The purpose of the article is to study approaches to determining budgeting banks, budgeting efficiency of banks in the system of financial management and isolating flaws and benefits of banking budgeting.

Finance as an independent sphere of human activity and economic category formed several centuries earlier but gradually became the main budgetary relations in the financial and actually evolved into a separate branch of science and practice at the end XIX early XX century.

Thus, the term “budget” is inherent in a wide range of approaches to its definition. Scientists examined the different interpretations of the term put forward the

following generalized definition of “budget bank”.

Budgeting in the bank – is a process of planning future revenues and expenditures of the bank (individual units) and presentation of the results in the form of budgets. With budget expenditures of the bank balance is achieved and the scope and efficiency of transactions, evenly distributed expenditures with a view to the smooth operation of the bank in all areas, costs are determined the optimal size for the best financial results and more.

Analyzing the advantages and disadvantages of using budgeting, shall decide on the nature of budgeting in their own management system. Effective budgeting banks should be paid great attention to parameters that are taken into account in the budgetary process bank, because the bank can use them to assess the effectiveness of its work in general, and predict it in the future.

Thus, in the article the theoretical aspects of budgeting banks in the system of financial management. It's based on the research of scientists proposed a generalized definition of “budget bank”, which allows taking into account the specific use of this tool in the planning and management of the bank. Also found that

financial planning is not only an integral part of the planning process, but also an important part of financial management as it identifies a number of operational parameters for the bank as a whole and in particular for all units for which the test can be conducted monthly.

The study of the advantages and disadvantages of budgeting allows banks to

decide on the need for implementation of their budgets. However, it is created an effective system of banking budgeting to overcome financial, organizational, psychological and administrative problems. Therefore, further research on this issue should concern the development of specific implementation mechanisms and improve budgeting banks in Ukraine.

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PRACTICE OF STATE TAX POLICY WITHIN THE SUSTAINABLE ECONOMIC DEVELOPMENT IS IMPLEMENTED

The article grounds the principles of sustainability and trends of economic development of national economies. The need of state policy for controlling and stimulating resource saving with the instruments of environmental taxation is identified. The author characterizes ways and areas of environmental taxes implementation in the EU. The basic preconditions and principles of state tax policy greening are identified.

Today globalization occupies the all spheres of human life and especially its economic development ecologization. Models and conceptions of socially-economic development have to answer to the main and critically important conception of sustainable economic development (at the all levels – world, national, regional and at the level of enterprises).

It's explained by the desire of countries to development stability and safety, that's why the sustainable (strong, supported) development (stable development) in year 1992 at UN Summit of Millennium in Rio-de-Janeiro was admitted as the global human priority.

Under the sustainable development it's understood the model of economic growth

where the resources usage is directed to the human needs satisfaction by the saving of environment so these needs may be satisfied not only now but also for future generations.

Realization of sustainable development strategy foresees the combining of economic efficiency, social stability and ecological safety [5].

That's why it appears the needs in improvement of state policy regulation and recourses saving stimulation which may be provided by same time processes of economic modernizations consumable resource sectors and regions. IN the conditions of market economy when state's immediate focus on the efficient use of natural resources and preservation of the environment becomes the main motive of economic policy. There is appeared the need of urgent reform of the tax system and creating a holistic, coherent, rational law. For this purpose, introduced a number of resource payments along with other taxes and charges should provide filling budgets of different levels"- is one of the tools of regulation and incentives can be regarded as a mechanism of environmental taxation.

State tax policy of Ukrainian ecologization must be realized in a way of development, approving and practical implementation mechanism of environmental taxation based on economic and institutional practice of the EU in the framework of enforcing the agreement on political association with the EU. By this, the taxation policy of economic ecologization should become the modernization instrument and attraction of new technologies, increasing the employment in

the conditions of sustainable economic development concept and formation of „green economy”.

That's why for realization of state tax policy of economy ecologization in Ukraine with purpose of sustainable development state policy providing as the model of economic growth, it's necessary to implement the foreign theoretical and methodological and economically-institutional practice of calculation and implementation of ecological and payments.

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