

SUMMARIES

TEAMWORK AS A FORM OF INNOVATIVE EDUCATION OF STUDENTS OF MANAGEMENT SPECIALIZATIONS (ON THE SAMPLE OF THE SUMMER BUSINESS PRACTICE IN BODØ GRADUATE SCHOOL OF BUSINESS, UNIVERSITY OF NORDLAND, NORWAY)

Bachmanova A.A.¹, Tarasiuk V.D.¹

¹*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine*
E-mail: agordyman@yahoo.com, ugleva@yandex.ru

In the article the basic features of teamwork organization as the innovative education method are outlined. It was emphasized that the teamwork is a joint activity of students in the group under the leader's control. The teamwork should solve the task of collaborative synergy, while sharing individual duty and responsibility. The teamwork is a good example of developing collaboration skills and interpersonal communication (new skills of active listening).

While organizing the teamwork it is necessary to remember:

1. While organizing the teamwork the teacher should divide students into small groups (3-5 people); give them tasks and special roles in their group. It is important to keep balance of student roles within the group. The competent leader of a team is the pledge for success. The leader of the team should be the generator of ideas. The process of solving problems in the team is based on different opinions and estimations along with discussions.
2. While forming the team the teacher should consider a group structure (heterogeneous groups are more successful than homogeneous); the level of student's knowledge; interpersonal relationships.
3. The teacher's functions:
 - to assign student tasks in advance;
 - to divide students into teams;
 - to control time for task fulfillment;
 - to control teamwork;
 - to participate in the teamwork as a coacher;
 - to evaluate final results.

In the article the process of organizing summer business practice in Bodø Graduate School of Business, Norway is outlined. The participants visit Nordic companies to investigate their business models through seminars, lectures and discussions.

The students should resolve three cases. Cases are based on visited companies. One case is to be presented by each group in oral presentation and two cases should be investigated in the course papers.

Keywords: teamwork, innovative form of teaching, summer business practice in Bodø Graduate School of Business, Norway

References

1. Kochetkova A.I. Vvyedyeniye v organizatsionnoye povyedyeniye: [uchebnoye posobiye] / A.I. Kochetkova. – M.: Dyelo, 2007. – 944 s.
2. Gluzman A.V. Innovatsionnyye tekhnologii obucheniya v sistemye universitetskogo pyedagogicheskogo obrazovaniya [Elektroonnyy resurs] / A.V. Gluzman // Problemy i perspektivy innovatsionnogo razvitiya ekonomiki: mezhdunar. nauch.-prakt. konf., 2005: matyerialy konf. – Rezhim dostupa: http://www.iee.org.ua/files/conf/conf_article39.pdf.
3. Tatmyshevskiy K.V. Innovatsionnyye metody obucheniya [Elektroonnyy resurs] / K.V. Tatmyshevskiy. – Rezhim dostupa: http://uu.vlsu.ru/files/Innovachionnie_MO
4. Cheldyshova N.B. Effektivnost gruppovoy dyeyatelnosti [Elektroonnyy resurs] / N.B. Cheldyshova. – Rezhim dostupa: <http://psyera.ru/2825/effektivnost-gruppovoy-deyatelnosti>
5. Newstrom J. Organizational behavior: Human Behavior at Work / J. Newstrom, K. Davis. – StP.: Piter, 2000. – 448 p.
6. Business Practice in Norway – 2013: Focus on SMEs for Business development in the High North [Electronic Resource]. – Access Mode: <https://fronter.com/uin/main.phtml>

ABOUT THE CONCEPTION A HUMAN SOCIETY FORESTALL DEVELOPMENT

Buzni A.N.¹, Karlova A.I.¹

¹*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine*
E-mail: tema@crimea.com, a.karlova@mail.ru

The threats to the survival of civilization and life on Earth in market economy conditions were under consideration and the approach to the development of the international community on the basis of change in consumer consciousness to spiritual one made in Vernadsky's work on noosphere is justified. Basing on the negative trends of world development at the present stage, it is quite possible to assume the scenario of the civilization collapse as well as life on earth even at the time of one current generation life. The purpose of this paper is to justify the need to change the current paradigm of development based on consumerism, a new paradigm - the spiritual improvement of the society and search for a way of such a transformation on the basis of the doctrine of the Vernadsky's anthroposphere (noosphere). Industrialization, and then superindustrialization of the world economy, the dynamic acceleration of scientific and technical progress, the entry in the age of information can create the basis for the possibility of the production of sufficient quantity of goods needed for evenly distribution, the creation of conditions of life, worthy for every member of society. Today, when there are millions of starving people the problem is not manufacturing food but the food accessibility, because the volume of the world's goods can be brought to the level of

modern manufacturing optimum needs of the world population. In this case, food preservation technology (used for example for astronauts) may provide their metered consumption of each person without the use of home-cooked food and a variety of catering. An obstacle is the market economy, which forms ultima analysi, the basis of all conflict situations on a global scale, declining spirituality society. The economy, understood here as a system of relationships between people in the process of production, distribution, exchange and consumption, is one of the main factors contributing to the increase of the harm caused by mankind noosphere. Today, however, of particular importance is not so much ignoring the results of the scientific-and-technological advance as their correlations, as well as the correlation of entire economy and the noosphere. If we regard human society as part of the noosphere and compare it with the development of parallel or, more likely, the interconnected development of the biosphere, the questions arise: 1. Whether the economy is just inherent to the human community as a binding and lasting condition for its existence? 2. Are economic dependencies in the production, distribution, exchange and consumption objective laws? 3. Whether the economy is humane, especially in the form of a market? 4. Does the economy allow a man to be free? 5. Does it have its own information aura? The ideas of a society of social justice, free from economic dependence, have always lived, breaking the century. They got the scientific direction in the works of the Marxism supporters and found some expression in life of a socialist society. But the high moral principles of the code of communism ethics at this stage of development of the society were less adapted to life and gradually gave way to money grubbing, baser human feelings, and more recently to largely crime. Conclusions. The main man's problem in satisfaction of his vital needs is not the production of the required products but their distribution. Market as the main mechanism that differentiates people by the poles of conflict should be excluded from human life. There is an urgent need to establish scientists' International, and to develop a model of the ideal society - a special international institute of scientists.

Keywords: development of global society, the management of social medium, the noosphere, the economy, the distribution system, spirituality.

References

1. Vernadsky V.I. Naturalist's Philosophical Thought / V.I. Vernadsky. — M.: Science, 1988. — 520 p.
2. Yensen R. The Society Of Dream. How the coming shift from information to imagination will transform business: translated from English / R. Yensen — Stockholm School of Economics in St. Petersburg, 2004. — 270 p.
3. Feoktistov V.F. Philosophical and political views Xun Zi: research and translation / V.F. Feoktistov. - M.: Science, 1976. — 294 p.
4. Pechei A. Human Qualities / A. Pechei. — M.: "Progress", 1980. — 302 p.
5. Svetlov A.V. The Contours of the Future of Science [Electronic resource] / A.V. Svetlov // Ethical and Philosophical Journal "The Edges of Age". — 2013. — No 53. — Access to information: <http://grani.agni-age.net/articles1/frames.htm>

ROLE OF SERVICE IN COMPETITIVENESS INCREASE OF SANATORIUM AND RESORT PRODUCT

Vasilenko V.A.¹, Vasilenko A.V.¹

¹*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine*
E-mail: valentin-vasilenko@vandex.ru, avvas@i.ua

Increase of volume and amplitudes of the psychophysiological loadings on a health and consciousness of man in the dynamically developing situations of the modern world leads to steady growth of stressful situations influence of which is reason of the steady falling quality of life of the population. Therefore, the satisfaction of human needs for relaxation, rehabilitation and recreation is becoming an important socio-economic task, on the successful decision of which depends on the renewal of productive potential of society on the whole.

It's shown that further study and improvement issues of competitiveness of sanatorium and resort product (SRP) are required on the basis of quality service revitalizes citizens and tourists. Solving these problems is of particular importance in the present conditions of increasing rigidity of global competitive struggle between manufacturers SRP. Therefore, the aim of the research is to summarize theoretical approaches and identifying the role of service in increasing the SRP competitiveness, as non-price factors.

Also the role and value of social-service constituent importance as non-price competitiveness factors SRP, directed on a man is examined.

Each structural element SRP appears service as an integral part of a complex product. Quality, in itself, being a difficult economic category, largely becomes complicated in the conditions of sanatorium and resort activity (SRA).

On the basis of comparative analysis revealed the feature of the Ukrainian market of SRS is such that, SRP must match: first of all, the level of service on international standards, including parameters of additional services, i.e. service assistance, secondly, the market of SRP must respond to growth in the SRT, and thirdly, the value of the SRP - must be sufficiently flexible and balanced - to match the degree of financial welfare of the vast majority of population of country and foreign consumers given the higher service to which they a long ago got used. On this basis, in the presented work the model linking performance and features of the Ukrainian market of sanatorium-resort sphere (SRS) is offered, as well as some recommendations for improving the economy and organization of the competitive functioning of sanatorium and resort tourism (SRT).

Keywords: sanatorium and resort sphere, SRP competitiveness, SRP service, SRT market.

References

1. Konstitutiya Ukraini (Vedomosti Verhovnoi rady Ukrainy (VVR), 1996r. № 30 iz zminami vid 08.12.2004 ta rishennyam Konstitution Sudu № 20-rp/2010 vid 30.09.2010.

2. Avanesova G.A. Servisnaya Deyatel'nost' / G.A. Avanesova. – M.: "Aspentpress", 2004. – 317p.
3. Alekseev A.A. Marketing issledovaniya rinka uslug / A.A. Alekseev. – SPb.: Izdatel'stvo SPbGUEF, 1998. – 87 p.
4. Verhoglyadova N. Retrospection ogljad rozvitku teori konkurentnih perevag / N. Verhoglyadova// Visnik Acalemiy mitnoy slugby Ukrainy – 2004. – № 4 – S. 25-30.
5. Vetitnev A.M. Kurortnoe delo /A.M.Vetitnev, L.B. Guravlyva – M.: KNORUS,2006. – 528 p.
6. Gavrilyuk S.P. Teoritichni aspekt viznachennya konkurentospromognosti turistichnih pidpriemstv / S.P. Gavrilyuk// Marketing i reklama. – 2001. – № 2. – p. 34-37.
7. GOST 28681.2-95 Turistsko-ekskursionnoje obslujivanie. Turistskie uslugi. Obshhie trebovaniya. – [Elektronni resurs]. – Regim dostupu: <http://www.standards.ru/>.
8. Kiryuhin V.V. Formirovanie mehanizma upravleniya innovacionnoj dejatel'nostju organizacij sanatorno-kurortnoj sferi / V.V.Kiryuhin// Problemi sovremennoj ekonomiki – № 3 (23). – 2007. P. 37 – 43.
9. Kunicin S.V. Sistema pokaznikov ocinki konkurentospromojnosti turistichnogo produktu / S.V. Kunicin // Uchjonie zapiski Tavricheskogo Nacionalnogo universiteta imeni V.I. Vernadskogo. Serija "Ekonomika i upravlenie". – 2011. – T. 24 (63), № 3. – P. 40-49.
10. Latipova E. Turisticheskij product territorij i ego konkurentospobnost' /E.N. Latipova// "Sovremennaya nauka: aktualnije problemi teorii i praktiki". – [Elektronni resurs] – Regim dostupa: <http://www.vipstd.ru/nauteh/123/36-n01-11/202-a>. – Zagolovok c ekrana.
11. Munin G. Marketing produkta /G.B. Munin – K.: Kondor, 2009 – 364 p.
12. Skobkin S. Kak izmerit konkurentospobnost' gostinichnih uslug / S.S. Skobkin, A.S. Skobkin// Parad otelej.– 2005. – № 3 (24). – P. 24-27.

CRITERIA AND INSTRUMENTS OF MANAGEMENT STEADY DEVELOPMENT OF ENTERPRISES

Vasilenko V.A.

Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine
E-mail: valentin-vasilenko@vandex.ru

Dynamism and instability of the economy makes enterprises to quickly adapt to changing conditions. A degree of adaptation and its quality depends largely on the effectiveness of management, aiming at the time and the adequacy of the operational decisions and speed adaptation systems. This suggests the need for assessing tools not only for the final result, but also for rapid flow diagnostic of the production process and management in achieving the objectives of the control object. This can be done with the help of the proposed diagnostics system. The calculations are performed in accordance with developed algorithms and programs in automated mode on PC. The programming environment is «Delphi – 7», the programming language is «Pascal». The possibilities of the developed program are up to 20 simultaneously controlled indicators.

The conducted studies have shown that the proposed approach allows us to determine the quality of management to achieve the end result, as well as how to effectively carry out diagnostics at any time that the plant or its production processes with the help of some

tools.

The imperatives of such tools may imply the diagnostics system of the production process and environmental monitoring, which are recommended to be used for the choice of the enterprise strategic development alternatives, the current effectiveness of the financial and economic activities and, importantly, provide support for operational management decisions, giving the ability to promptly and adequately react to the course of production processes of the organization to achieve the goals set.

Keywords: enterprise, development stability, the stability coefficient, diagnostics of the target company.

References

1. Grason J. American management at the threshold of the twenty-first century / J. Grason, Dale K.O. – M.: Ekonomika, 1991. – 342 p.
2. Boddy D. Fundamentals of Management / David Boddy, Robert Payton. – SrP: Piter, 2005. – 816 p.
3. Lifshyc V. Effektivnost / V. Lifshyc // Menedger. – 1990. – № 1. – P. 28-33.
4. Glushenko, V.V. Razrabotka upravlencheskogo resheniya. Prognozirovanie – planirovanie. Teoria planirovaniea eksperimenta / V.V. Glushenko, I.I. Glushenko – Jeleznodorozni: TOO NPC «Krelya», 1997. – 400 p.
5. Arhipov V. Strategicheskaya effektivnost upravlencheskih resheni / V. Arhipov // Problemy teorii i praktiki upravleniya. – 2009. – № 5. – P. 27-33.
6. Fathutdynov R.A. Proizvodstvenni menedgment / R.A. Fathutdynov. – M.: Banky i byrgi UNITI, 1997. – 447 p.
7. Juravel V.I. Osnovy menedgment v sisteme zdavoohranenicia: [monografiya] / V.I. Juravel – Chernigov: «Desyetskaya pravda», 1994. – 335 p.
8. Bovykin V.I. Novi menedgment: upravlenie predpriyatiami na urovne vysshih standartov. Teori i praktika effektivnogo upravleniya / V.I. Bovykin. – M.: OAO «Ekonomika», 1997. – 368 p.
9. Goncharuk V.A. Marketingovoe konsultirovanie / V.A. Goncharuk – M.: Delo, 1998. – 248 p.
10. Karlohp B. Delovaya strategiya / B. Karlohp; [per. s angl. nauchn. red. i avt. poslesl. V.A. Prepisnova]. – M.: Ekonomika, 1991. – 238 p.
11. Karlohp B. Vyzov liderov/ B. Karlohp, C. Sedeborg: [per. c shveg.]. – M.: Delo, 1996. – 352 p.
12. Vasilenko V.A. Menedgment ustoechivogo razvitiya predpriyatiya: [monografiya] / V.A. Vasilenko. – K.: CUL, 2005. – 644 p.
13. Vasilenko V.A. Tekushaya dyagnostika ustoechivosti proizvodstvennogo processa / V.A. Vasilenko // Cultura narodov Prichernomor'ya. – 2005. – № 65. – P. 125-129.
14. Vasilenko V.A. Dyagnostika ustoechivogo razvitiya predpriyati: [monografiya] / V.A. Vasilenko. – K.: CUL, 2006. – 187 p.
15. Klivovich N.I. Dyagnostika konkurentospromojnosti pidpryemstv mashinobydivnoi galyzi v pynkovykh ymovah / N.I. Klimovych // Evropeiski vektor ekonomichnogo rozvitku. – 2010. – № 1 (8). – P. 58-63.
16. Melnik O.G. Sistemy dyagnostiki diealnosti mashinobudivnyh pidpryemstv: polikreterialna koncepciya ta instrumentari: [monografiya] / O.G. Melnik. – Lviv: Vydavnyctvo Lvivskoi politehniky, 2010. – 344 p.
17. Kostyrko L.A. Ispolzovanie procedur dyagnostiki v formirovani mehanizma phinansovoi strategii predpriyatiya / L.A. Kostyrko // Prometei. – 2007. – № 2 (23). – P. 344-346.

MARKETING COMMUNICATIONS IN TOURISM IN GLOBALIZATION CONDITIONS

Vershitsky A.V.¹, Vershitskaya E.R.¹

¹*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine*

E-mail: vershitsky@hotmail.com, elena26@i.ua

The article considers the features of marketing communications of tourism industry enterprises and tourism infrastructure of Crimea, as well as modern communications in tourism. The basic principles of effective communications that reflect the peculiarities of tourism market. Application of the concept of integrated marketing communications is a relatively new analysis method. Peculiarity of tourism industry is that it is a complex system with a variety of economic relations between enterprises of different industries, whose function is to meet the growing demand for different types of tourism and recreation.

Inter-industry linkages of tourism are so closely intertwined that it is very difficult to estimate the contribution of a particular sub-sector in tourism. The communication range of most businesses and industries of tourism infrastructure of Crimea has resources and capabilities that are still unused.

A very important component of integrated marketing communications for Crimea at the regional and sectoral levels is horizontal and vertical integration of marketing communications for tourism industry enterprises and tourism infrastructure. The expansion in the current conditions of forms and methods of tourism products promotion is associated with significant changes in consumer behavior. These changes are expressed in increasing personalization and intensity of relationships with buyers, sellers, as well as reducing consumer confidence in traditional marketing tools, speeding up the sales process.

Major role in consumer behavior in the market of tourist services has the potential buyer relationship to a tourist agency. It determines not only the individual consumer choice, but also his overall loyalty to an enterprise, complex, territory, and to the proposed tourist services.

The integration of marketing communications provides a synergistic effect, when consistent use of various communication tools promotes better results.

The role of information technologies and importance of tourism marketing communications integration has been defined in the article. Relationship marketing is considering the relations of tourism market participants as a result of effective collaboration product that integrates intellectual and information resources. In this case, the emphasis in communication activity are transferred to the individualization of interaction with members of the marketing system, which is only possible through the development of long-term relationship partners.

Keywords: tourism, industry, marketing, infrastructure, communication, globalization.

References

1. Alexandrova A.Yu. Mezhdunarodnyy turizm / A.Yu. Alexandrova. – M.: Aspect Plyus, 2009. – 464 p.
2. Bogolyubov V.S. Ekonomika turizma / V.S. Bogolyubov, V.P. Orlovskaya. – M.: Akademiya, 2005. – 192 p.
3. Arkhipov A.E. Upravlenie integrirovannymi marketingovymi kommunikatsiyami v sfere uslug: teoriya i metodologiya: avtoref. diss. na soisk. uch. stepeni dokt. ekon. nauk: spets. 08.00.05 Ekonomika i upravlenie narodnym khozyaistvom (marketing) / A. E. Arkhipov. – Omsk, 2011. – 42 p.
4. Reva V.E. Kommunikatsyonnyy menedzhment / V.E. Reva. – Penza: Izd. PGU, 2003. – 161 p.
5. Durovich A.P. Marketing v turizme: Uchebnoe posobie / A.P. Durovich, A.S. Kopanev – Mn.: “Ekonompress”. – 1998 – 400 p.
6. Schultz Don E. Novaya paradigma marketinga. Integriruemye marketingovye kommunikatsii / Don E. Schultz, Stanley I. Tannenbaum, Robert F. Lauterborn. M.: Infra-M, 2004. – 234 p.
7. Tchudnovskiy A.D. Informatsionnye tekhnologii upravleniya v turizme: Uchebnoe posobie / A.D. Tchudnovskiy, M.A. Zhukova. – M.: KNORUS, 2006. – 104 p.
8. Shmatov G. Integrirovannye marketingovye kommunikatsii, media-miks i programma EMP / Georgiy Shmatov [Electronic resource]. – Access mode: <http://www.mediaplan.ru/publish10.php>.
9. Ovcharov A.O. Turisticheskyy complex Rossii: tendentsii, riski, perspektivy / A.O. Ovcharov. – M.: Infra-M, 2009. – 280 p.
10. Sachuk T.V. Territorialnyy marketing / T.V. Sachuk. – SPb.: Piter, 2009. – 368 p.
11. Raizenberg B.A. Sovremennyy ekonomicheskyy slovar / B. A. Raizenberg, L. Sh. Lozovkiy, E.B. Starobutseva. – M.: INFRA-M, 2007. – 495 p.
12. Turistskiy potok Kryma. 2011: Otchet o rezultatah sotsiologicheskogo issledovaniya. – Kherson: Ukrainian social research group, 2011. – 52 p.
13. Saak A.E. Menedzhment v sotsial'no-kul'turnom servise i turizme. Uchebnoe posobie / A.E. Saak, Yu.A. Pshenichnykh. – SPb: Piter, 2007. – 512 p.
14. Shikh K. Era Facebook. Kak ispol'zovat' vozmozhnosti sotsial'nyh setei dlya razvitiya vashogo biznesa / Klara Shikh. – M.: Mann, Ivanov I Ferber, 2011. – 304 p.
15. Burnett J. Marketingovye kommunikatsii: integrirovannyi podkhod / J. Burnett, S. Moriarty. – SPb: Piter, 2001. – 864 p.

ECONOMIC ASPECTS OF NON-TRADITIONAL RENEWABLE SOURCES DEVELOPMENT IN UKRAINE AND THE CRIMEA

Glukhenko N.V.¹, Zakharova K.V.²

¹*Poltava University of Economics and trade*

²*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine*

E-mail: NWGL@mail.ru, fox_185@mail.ru

The article considers the economic component of non-traditional renewable energy sources development in Ukraine and the Crimea. The estimation of wind power units, heat accumulators characteristics is given here. A comprehensive approach to the use of non-conventional energy technologies.

Investigation of non-traditional renewable energy sources is one of the most important problems of the modern economy and has both theoretical and practical significance on the way of distribution and use of alternative energy in Ukraine.

The interest to the problem is connected with the exceptional value of energy for national economy development. Problems of supplying energy today is due to the increasing use of primary energy per capita, limited reserves of fossil fuels - oil, natural gas, coal,

unevenness in their distribution, deterioration of natural conditions of their production and the worldwide rise in prices on various kinds of energy.

Urgency of the issue has particularly increased with the world energy crisis in the second half of 20th and beginning of 21st centuries, which has seriously affected all spheres of national economy. And, of course, the search of cheaper forms of energy, the ways of its economising - the most important problem of modern science.

For our country, and the Crimean region in particular, clear strategic line on the state level by implementing the program of introduction of renewable energy is needed right now. For this purpose there are all necessary natural factors, the need is urgent, as never before in the national economy. The problem is not only scientific-technical but social and political, that requires effective and urgent measures from all branches of power on the reanimation of unconventional energy systems. This task can now be addressed as follows: fully keeping fossil fuels by the creation and introduction of energy saving technologies as parallel to introduce non-traditional sources, which could become an alternative to the traditional ones.

These are the most common approaches to valuation characteristics of wind power units. Similar performance indicators of solar power plants and other types of renewable energy sources confirm the possibility of using them to provide autonomous consumers. The greatest effect of use is achieved by an integrated use, as each one complements the other. This direction is considered most appropriate for the present stage of development of renewable energy sources and a comprehensive state (regional) program, its implementation could significantly improve the efficiency of energy supply of national economy consumers.

Keywords: renewable energy sources, wind-driven units, heat the battery, wind generator, drive thermal energy, heat consumption.

References

1. Baselt Viskanta Leydenfrost. Akkumulirovanie teplovoy energii s ispolzovaniem skrytoy teploty plavlenniya. Teploperedacha / Baselt Viskanta Leydenfrost. – 1979. – T. 100, № 3. – S. 177-141.
2. Gulin S.D. Problemy zapuska dvigateley SDM v usloviyah nizkikh temperatur i perspektivy ih resheniya / S.D. Gulin, G.G. Krivov, N.V. Gluhenko // Dvigatelistroenie. – 1991. – № 4. – S.177-141.
3. Gluhenko N.V. Ustroystvo dlya predpuskovoy teplovoy podgotovki silovykh ustanovok / N.V. Gluhenko, S.D. Gulin, Y.F. Shpak //– Patent Ukrainy na izobrenenie №15935A, 1997.
4. Gracheva L.I. Primenenie vetrovoy energii v selskom hozyaistve (Uchebno-metodicheskie razrabotki) / L.I. Gracheva, S.V. Chebotar, A.P. Verbitskiy. – Simferopol: POP Krymskogo MTCNTI, 1990. – 72 s.
5. Gracheva L.I. Netradicionnye vozobnovlyayemye istochniki energii i ih primeneniye v Krymu / L.I. Gracheva, S.V. Chebotar, A.P. Verbitskiy. – Simferopol: Алуштинская типография, 1999. – 134 с.
6. Gracheva L.I. Primeneniye netradicionnykh istochnikov v Krymu (Uchebno-metodicheskie razrabotki)/ L.I. Gracheva, S.V. Chebotar, Y.B. Gerber. – Simferopol: POP Krymskogo MTCNTI, 1989. – 158 s.
7. Krivov G.G. Ustroystvo dlya oblegcheniya zapuska silovykh ustanovok / G.G. Krivov, S.D. Gulin, N.V. Gluhenko // Zayavka na izobrenenie №4801591, 1990. – Polojitelnoye resheniye 30.01.1991.
8. Lidorenko N. Akkumulirovanie plavlenniyem / N. Lidorenko, S. Trushevskiy // Nauka i jizn. – 1974. – № 3. – S. 19-21.
9. Leverberg V.D. Energeticheskie ustanovki bez topliva / V.D. Leverberg. – L.: Sudostroenie, 1987. – 99 s.
10. Novye i vozobnovlyayemye istochniki energii // IMPAKT. UNESCO. – 1988. – № 4. – S. 3-117.
11. Severiev M.M. Intensifikaciya selskohozyaystvennogo proizvodstva i toplivno-energeticheskie resursy / M.M. Severiev // Vestnik s.h. nauki. – 1986. – № 7. – S. 116-122.

12. Trushevskiy S.M. Rezultaty ispytaniy solnechnogo vodonagrevatelya s teplovym akkumulyatorom na osnove fazovogo perehoda / S.M. Trushevskiy, V.D. Chistyakova // Geliotekhnika. – 1981. – № 1. – S. 40-41.
13. Bezrukih P.P. Sostoyanie i perspektivy razvitiya vozobnovlyаемoi energetiki v Rosii [Elektronnyi resurs] / P.P. Bezrukih. – Rejim dostupa: www.euroexpo.ru.
14. Programmy ispolzovaniya mestnyh i vozobnovlyаемyh energoresursov v 2011-2015 g.g. – Postanovlenie Soveta Ministrov ot 9.08.2010 g. №1180. [Elektronnyi resurs]. – Rejim dostupa: <http://www.government.by/upload/docs/file663fb27db70962e8.PDF>
15. Bakaev L.S. Mirovaya energetika i perehod k ustoychivomu razvitiyu/ L.S. Bakaev, O.V. Marchenko i dr. – Novosibirsk: Nauka, 2008 – 300 s.
16. Alternativnaya energetika v Krymu: problem i perspektivy [Elektronnyi resurs]. – Rejim dostupa: <http://www.vybor.yalta.ua/show/articles/1110>

ANALISIS OF EXISTING PRACTICE OF PROBLEM SOLVING FOR LABOR MOTIVATION IN ENTERPRISE

Kulipanov K.A.

Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine
E-mail: kka325@ukr.net

The true effectiveness of any economic activities is defined by their impact on people's attitudes to work. This attitude cannot be changed by decrees and regulations, because it is a lengthy evolutionary process that can be accelerated by giving scientific evaluation and the complexity of the situation and the reasons that gave rise to it.

The situation is compounded by the fact that sometimes there is no current motivation of highly effective work. Most workers do not seek to detect initiative and creativity in their work, to assume fully the responsibility for decisions made and implemented. As to the solving problem of motivation in the theory and practice of management, there are two trends.

The essence of the first of these is that the problem of work motivation can be solved only by using financial incentives.

We have another way of solving the problem - the rejection of the policy of layoffs, worker participation in decisions regarding their work, providing autonomy in planning and carrying out the work and other activities, including social and psychological problems. This brings to the problem of labor satisfaction.

The problem which is under study found its reflection in the writings of scholars, such as V. Ambrosov, L. Antonenko, A. Buhutskiy, I. Zawadzkiy, A. Macedonskiy, V. Martianov, J. Yurchishin, N. Solov'yev and others.

But now domestic scientists dealing with human resource management, are just beginning to pay attention to the importance of the problem of work motivation in modern methodological formulation of the problem. In addition, we practically have not found the scientific studies on motivation, which were conducted among employees of agricultural enterprises, except for works related to the study of wages within the scientific organization of labor and the organization of the competition.

In our view, in order to meet the challenges of managing a team and achieving high performance cost-effectiveness, a combination of material and moral incentives is needed as a means to motivate staff to high-performance work in terms of social structure, which was formed in the region where the company operates

Keywords: labor motivation, practice.

References

1. Aktivizatsiya chelovecheskoho faktora i effektivnost truda / [Boginya D.P, Pivovar A.V., Shamota V.N. and others; executive editor Boginya D.P.]. – K.: Naukova Dumka, 1990. - 284 p.
2. Hottedanker R. Fundamentals of psychological experiment: [textbook] / R. Hottedanker. – M.: University Press, 2002. - 464 p.
3. Grachev M.V. Superkadry. Upravlenie personalom v mezhdunarodnoy korporatsiy / M.V. Grachev. - Moscow: Delo, 2003. - 208 p.
4. Zamfyr K. Udovletvorennost trudom: mnenye sociologa / K. Zamfyr. – Moscow: Politizdat, 1983. – 142 p.
5. Kak provesti sotsiologicheskoye issledovaniye; ed. M.K. Gorshkova, F.E. Feresh. – M.: Politizdat, 1990.

PECULIARITIES OF AGROBUSINESS MANAGERS MOTIVATION MECHANISM FOR HIGH PRODUCTIVITY PERFORMANCE AND THE ROLE OF PAY RISE IN IT

Kulipanov A.N.

Crimean Engineering and Pedagogical University, Simferopol, Crimea, Ukraine
E-mail: kka325@ukr.net

The development of agricultural production in a market economy is largely determined by the combined effect of administrative staff - managers and professionals. Therefore, one of the main directions of economic reforms is to improve the management of production on the basis of economic laws. Strengthening of financial interest in the final results will improve production efficiency. In this regard, it is necessary to pay attention to the development of the material incentives, especially specialists, the most advanced and conscious labor force tied to market effective production.

New conditions of the agricultural enterprises functioning provide new conditions for the formation of the wage fund as a whole, and particularly for executives. These conditions of formation of the wage fund other schemes involve communication of remuneration with performance management, which is primarily expressed in the final results of financial and economic activity.

Problems of theoretical and methodological guidelines of practical study of work motivation is reflected in the works of both foreign and domestic scientists. The first mention of this subject is found in the works of A. Smith, F.Taylor, A. Maslow, F. Herzberg, A. Vroom, L. Porter, E. Lawler. The issue of payment and motivation of work motivation was analyzed by such domestic scholars V.Ambrosov, N.Solov'yev, L.Antonenko, A. Buhutskiy, I.Zavadskiy, A.Macedonskiy , V.Martianov, J.Yurchishin

etc. However, the study and synthesis of foreign and domestic experience of problems of motivating work has shown that not all aspects of the subject analyzed sufficiently, particularly for farms.

Keywords: labor motivation, practice.

References

1. Nikitin M.A. Oplata truda v usloviyakh industrializatsii selskogo khozyaystva / M.A. Nikitin. – M.: Rossel'khozizdat, 1987.
2. Tarasov N.G. Kollektivnye formy oplaty truda v zemledelii / N.G. Tarasov. – M.: Rossel'khozizdat, 2002.
3. Tracy M. Agriculture and food in developed economies / M. Tracy; – Digest.: Ekonomicheskaya shkola, 2005. – 431 p.

THE COMPARATIVE ANALYSIS OF THE PERFORMANCE OF DEVELOPMENT OF EUROPEAN CRUISE MARKET

Logunova N.A.

Kerch State Maritime Technological University, Crimea, Ukraine

E-mail: natalya_logunova@mail.ru

The article substantiates the need for the development of cruise tourism in Ukraine, which has a significant competitive advantage in this area of business, thanks to a unique combination of climatic and geopolitical conditions, availability of recreational, historical, cultural, marine and other potentials. Purpose of the article was to evaluate the effectiveness of the European cruise market through comparative research method.

Comparative analysis of the impact of the European cruise market was based on the formation of the three blocks of qualitative indicators of the efficiency of use of available resources and the effectiveness of the operation of cruise tourism development: performance, cost and resource potential. A distinctive feature of the feature space was the base of comparison, as determined in accordance with the essential characteristic of each unit, which contributed to the identification of the share and competitive position of the individual participant cruise market. It is established that any State having seaports and has a long history, has made every effort for the development of this promising area of tourism business, which is associated not only with high economic efficiency and short payback period of investments, but is characteristic of weighty political stability of the state, a way of strengthening its image in the international market. In order to assess the level of development of the cruise industry in Ukraine by constructing a matrix model, a comparative analysis of the performance of cruise tourism industry in Ukraine and France - the country that best meets the criteria of comparability of (natural and climatic conditions, the size of the territory of historical and cultural potential). Revealed significant differences in performance of Ukrainian and French cruise industry predefined mismanagement of Ukraine available resource capacity and, consequently, poor management and the inability of the country's leaders to evaluate priorities for sustainable growth and to choose the optimal industrial structure, which will provide a comprehensive

development of all sectors of the national economy. Fore the need to identify the factors influencing these differences, and the formation of appropriate indicators for the subsequent impact on them through the strategic management of cruise tourism to achieve the desired results and the acquisition of competitive status in the global cruise market.

Keywords: cruise tourism, ccomparative analysis, efficiency, matrix model.

References

1. Golubkova I.A. Faktory i zakonomernosti strukturizatsii globalnogo kruiznogo rynku [Factors and patterns of structuring the global cruise market] / I.A. Golubkova // Visnyk ekonomiky transportu i promyslovosti: Zb. nauk. prats - Bulletin of Economics and Transport Industry: Proc. Science. Works, Kharkiv, UkrDAZ. – 2010. - No. 31. - P. 75-78
2. Zhikhareva V.V. Sovremennye tendentsii razvitiia rynku kruiznogo sudokhodstva [Modern trends in the market cruise shipping] / V.V. Zhikhareva // Rozvytok metodiv upravlinnya ta hospodaryuvannya na transporti - Development of methods of governance and management in transport. – 2012. - No. 39 (2). - P. 153-166.
3. Mikhaylova Yu.V. Modeli integratsii uchastnikov rynku kruiznykh uslug [Integration model of market participant's cruise services] / Yu.V. Mikhaylova, A.M. Kholodenko // Metody ta zasoby upravlinnya rozvytkom transportnykh system: Zb. nauk. prats - Methods and tools for managing development of transport systems: Proc. Science. Works, Odessa, ONMU. – 2008. - No. 13. - P. 107-119.
4. Peresypkina N.O. Dotsilnist normalizovanoho rozvytku chornomorskoho kruyzynoho sehmentu [The feasibility of the Black Sea cruise normalized segment] / N.O. Peresypkina // Metody ta zasoby upravlinnya rozvytkom transportnykh system: Zb. nauk. prats - Methods and tools for managing development of transport systems: Proc. Science. Works, Odessa, ONMU. – 2012. - No. 19. - P. 30-40.
5. Paladich L. Morskie kruizy (Morskoy turizm) [Cruises (Marine Tourism)]/ L. Paladich. – M: Znaniye, 1989. - 64 p.
6. Zatsepina N. O. Istoriya vynyknennya ta suchasnyy stan kruyzynoho turyzmu v sviti [The history and current status of cruise tourism in the world] / N. O. Zatsepina// Naukovi pratsi istorychnoho fakultetu Zaporizkoho natsionalnogo universytetu - Proceedings of the Faculty of History of Zaporizhzhya National University. – 2012. - No. XXXIV. - P. 232-234.
7. Lyakhovska O.S. Kruyzynnyy turizm v Ukraini [Cruise tourism in Ukraine] / O.S. Lyakhovska // Ukrayinska kultura: mynule, suchasne, shlyakhy rozvytku: Zb. nauk. prats: naukovi zapysky Rivnenskoho derzhavnoho humanitarnoho universytetu - Ukrainian Culture: Past, Present and paths of development: Scientific Papers: research notes Rivne State Humanitarian University. - Rivne. – 2011. - Vol.2, No.17, - P. 25-30.
8. Statistics of countries. [Electronic resource]. – 2013. – Access mode: <http://iformatsiya.ru/tab1/12-tablica-ploshhadej-stran-mira-rejting-ot-2010.html>
9. GNI per capita, Atlas method (current US\$). [Electronic resource]. – 2013. – Access mode: <http://data.worldbank.org/indicator/NY.GNP.PCAP.CD>
10. Port Index. [Electronic resource]. – 2013. – Access mode: <http://www.worldportsource.com/ports/index/ITA.php>
11. Contribution of Cruise Tourism to the Economies of Europe 2012 [Electronic resource]. – 2012. – Access mode: <http://www.europeancruisecouncil.com/content/economic%20report.pdf>
12. Podsolonko Ye.A. Regionalnaya ekonomika: konkurentosposobnost i upravleniye kompetentsiiami [Regional economy: competitiveness and management competencies]. – Simferopol: KRP «Izdatelstvo «Krymchpedgiz», 2007. – 642 p.

THE ORGANIZATION OF ACCOUNTING IN AGRICULTURAL LAND ENTERPRISES

Maydanevich P.N.

*National University of life and environmental sciences of Ukraine Crimea agrotechnical University,
Simferopol, Ukraine*

E-mail: tatyana-lisovaya@mail.ru

Is devoted to the state of account of land resources in agricultural production. In particular marked, exploitation of natural resources is carried out ineffective, that harms a production in agriculture. Accounting Standards 30 "Biological assets" do not meet economic requirements. Included in the respective land resources should be considered as long-term biological assets on the respective sub-accounts and lead according their assessment. Separately it is necessary to keep a record of expenses on the improvement of agricultural production and construction of non-agricultural land.

To make the land valuation according to the the channel of income. It is recommended to re-evaluate to the balance sheet date for capital improvement or impairment of land resources. Also it is appropriate to provide with a separate sub-account, which will reflect the capital costs associated with the improvement of natural biological assets used for agricultural production in the context of individual plots of land. Moreover, in the analytical accounting, these costs must be shown separately for each site as well amortization should be considered.

Exclusion of State control results in deterioration of land resources. The humus is 4-6% of content, and for the 1 cm plateau 250 years are necessary. Increasing doses of agrochemicals leads to an increase of crop, but at the same time to plugging their soil with residues and weeds, to reducing consumer quality of the products

In practice of financial accounting and reporting it's necessary to reflect the system of the economic provisions. According to the IAS 37, accounting of such provisions is necessary to conduct on a separate passive sub-account. Formation of information for the financial report of the environmental performance of land resources will allow to promote the level management of natural processes of self-regulation, restore natural processes of self-regulation of ecological environment and assist the assessment of soil. The use of these suggestions will allow observing principles of forming of the financial reporting, reflecting the turnover of capital entity in agriculture, and also processing which it provides. Since the main components of these processes are the land resources which change its structure under the influence of agricultural production, and this should be reflected in the accounting and financial reporting.

After all, the main components of these processes are land resources, changing their composition under the influence of agricultural production, which should be reflected in the accounting and financial reporting for the purpose of efficient and quality management.

Keywords: land resources, accounting, evaluation, biological assets, fair value, humus, financial reporting.

References

1. Horalchuk V.V. Ekologo-ekonomichni aspekty rodyuchosti ziemielykh riesursiv (na pykladi Mykolaivskoi oblasti) / V.V. Horalchuk, O.B. Kuzmenko, R.M. Kuskova // Naukovi pratsi: Naukovo-metodychnyy zhurnal. Ekonomichni nauky. – 2004. – Vyp. 17. – S. 206-211
2. Dzhadal A.K. Difyerentsialnaya renta selskokhozyaystvennykh kultur: tyeoriya I praktika ispolzovaniya: [monografiya] / A.K. Dzhadal. – Simferopol: Tavriya, 2005. – 272 s.
3. Zayats V. Protsedurni vymogy do ekspertnoi otsinky zemelnykh dilyanok silgospugid / V. Zayats // Zemlevporyadnyy visnuk. – 2007. – № 2. – S. 40-46.
4. Lyashenko U. Operatsii s zemley / U. Lyashenko, S. Kobzan, V. Levkov. – Kh.: Faktor, 2007. – 824 s.
5. Organizatsiya bukhgalterskogo obliku: [navchalnyy posibnyk]; za red. V.S.Lenya. – K.: Tsentri navchalnoi literatury, 2006. – 696 s.

THE STRATEGY OF INCREASING THE COMPETITIVENESS OF UKRAINE'S ECONOMY AND ITS REGIONS

Podsolonko V.A.¹, Podsolonko E.A.¹

¹*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine*

E-mail: epodsolonko@gmail.com

The problems of competitiveness of the national economy of Ukraine and its regions investigated.

Identified the most important factors to ensure the competitiveness of the economy and the main condition for their implementation – constant updating of competencies managers at all levels of the economy and population.

The dependence of the welfare of the competitiveness of the economy submitted. The importance of training the population lifelong modern economy opportunities and changing needs of the person investigated.

Proposals for the implementation of monitoring the relationship competencies population, its level of prosperity and competitiveness of the economy in the regions of Ukraine developed.

The experience of management processes of continuous education of the population of different age, professional and social groups summarized.

In the materials research experience of the authors in a number of research and international educational projects, the results of which are implemented in the educational process at the universities of Ukraine and Crimea, in science and practical economics synthesized.

Materials of interest to undergraduate and graduate students in Economic Sciences for teachers of economic and management disciplines, economists and managers practitioners.

Keywords: economic competitiveness, competence, management, performance

References

1. Podsolonko E.A. Ryegionalnaya ekonomika: konkuentosposobnost i upravleniye kompyetyentsiyami: [monografiya] / E.A. Podsolonko. – Simfyeropol: KRP «Izdatyelstvo «Krymuchpyedgiz», 2007. – 642 s.
2. Ustoychivoye razvitiye ekonomiki: Myetodologiya isslyedovaniy: [sb. matyerialolov nauch. isslyedovaniy] / Ryedaktsiya V.A. Podsolonko, A. Burmistrov. – Simfyeropol DIAYPI, 2013. – 582 s.
3. Halchynskiy A.S. Stratehiia ekonomichnoho i sotsialnoho rozvytku Ukrainy (2004-2015 roky) «Shliakhom Yievropeiskoi intehratsii». Monohrafiia. Ekonomika / A.S. Halchynskiy, V.M. Heiets [ta in.]. – K.:IVTS Derzhkomstatu Ukrainy, In-t ekonomichnoho prohnozuvannia NAN Ukrainy, 2004. – 416 s.

STRUCTURING OF ECONOMIC PROCESSES AS A RESEARCH SUBJECT IN THE NATIONAL ECONOMY

Podsolonko M.V.

Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine

E-mail: mpodsolonko@gmail.com

The structure of the functioning of the economy of the national economy investigated. A comparison of the content of the main directions of research in economic sciences for the level of the national economy in Ukraine, with the understanding that the content of academic economists around the world.

The necessity of considering the developing economy at the national level as an expanding national economy justified.

A set of graphic constructions expanding structure of the national economy, including displaying of territorial-branch aspect, of the dynamics of development, source inputs, outcomes functioning of the economy, focused on the needs of the population and consumption of these results proposed.

The proposed schedule of the structure of the expanding national economy is different from the classical application «black box» for the image of economic systems, the structure allows for economic activities in Ukraine and is intended for use in the research of all components of the production processes transform raw resources into finished products and services consumed by the population and its economy and other cooperative countries.

Results of the research are intended for economists scientists and practitioners, for graduate and undergraduate students of economical and managerial professions.

Keywords: economics of the national economy, the structure of economic processes, expanding economy, resource base of territorial-branch functioning of the national economy.

References

1. Pasport spetsialnosti 08.00.03 – ekonomika ta upravlinnia natsionalnim hospodarstvom. Zatverdzheno postanovoiou prezydii VAK Ukrainy vid 14.12.2006 r. №31-06/11[Elektronnyi resurs]. – Rezhym dostupu:

http://nauka.lp.edu.ua/fileadmin/nauka/files/Aspirantura_ta_doktorantura/Pasporti_sposobnosti/INEM/08.00.03.pdf

- Schumpeter J.A. Tyeoriya ekonomichyeskogo razvitiya / Joseph Alois Schumpeter. – M.: Diryektmyedia Publishing, 2008. – 436 s.
- Kondratyev N.D. Probyemy ekonomichyeskoy dinamiki / N.D. Kondratyev. – M.: Ekonomika, 1989. – 526 s.
- Tarasyevich L.S. Makroekonomika: [uchyebnik] / L.S. Tarasyevich, V.M. Galpyerin, P.I. Gryebyennikov, A.I. Leyusskiy; obshchaya ryedaktsiya L.S. Tarasyevicha. – SPb.: Izd-vo SPb GUEF, 1999. – 656 s.
- Todaro M.P. Ekonomichyeskoye razvitiye: [uchyebnik] / M.P. Todaro; [per. s angl. pod ryed. S.M. Yakovlyeva, L.Z. Zeyvina]. – M.: Ekonomichyeskii fakul'tyet MGU, YUNITI, 1997. – 671 s.
- Kazakov A.P. Ryefyerat-daydzhyst ucheybnika K. Makkonnyella, S. Bryu «Ekonomiks: Printsipy, probyemy i politika» v 2 t. / A.P. Kazakov, P.A. Karchyevskiy; [pye¹r. s angl.]. – M: Myenyedzhyer, 1993. – 176 s.
- Podsolonko V.A., Myenyedzhmyent : tyeoriya i praktika / V.A. Podsolonko, E.A. Podsolonko, A.I. Bashta – Simfyeropol: Tavriya, 1995. – 230 s.
- Maslow A. A Theory of human motivation / A. Maslow. – Psychological Review, 1943. – 50 p.
- Say J.-B. Traktat po politichyeskoy ekonomii / Jean-Baptiste Say. Bastia F. Ekonomichyeskiye sofizmy. Ekonomichyeskiye garmonii / Frederic Bastia. – M: «Dyelo», 2000. – 232 s.
- Marshall A. Principles of economics / A. Marshall. – M: Izdatyelskaya gruppa «Progyress», 1993 – T. 1. – 1993. – 416 s.

INNOVATIVE METHODS OF PERSONNEL MOTIVATION

Pushkareva E.V.¹, Abduraimova E.R.¹

¹*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine*
E-mail: dontsova.elena@mail.ru, aer-92@mail.ru

The article provides a detailed analysis of the most effective methods of employee motivation in modern organizations, their characteristics and advantages. Investment attractiveness and competitiveness depend on the efficiency of enterprise management. With the development of the service sector and information technologies the necessity for an innovation have arisen, especially in human resource management. Accordingly, the owners of companies interested in increasing their business competitiveness, feel the need for a change in management approaches. Work in a competitive environment, risk, full economic autonomy requires a revision of the existing management system in enterprises. To improve management and involvement in the process of change of the management, staff motivation needs to be strengthened considerably. The aim of this work is to identify leading innovative ways and methods of improving the system of motivation of the personnel in enterprises.

Now the problem of motivating the personnel is a key issue in any organization and requires constant attention from the management. Motivation is an essential tool for ensuring optimal use of resources and mobilization of available human resources. The main purpose of motivation is in getting the maximum benefit from the use of human resources, allowing you to improve the overall performance of the enterprise. Accordingly, the success of the organization is impossible without finding and using new modern technologies of labor motivation. An innovative type of management is based on the development and implementation of institutional innovations aimed at improving the

Organization of indigenous employees, better match the parameters of the technical-technological base of production. An innovative approach to the motivation of the personnel has a few more features. Its task is to build motivation system, the realization of organizational goals. According to the innovative approach, the subject of a personnel evaluation is the individual employee. A very important feature is the teamwork. The essential element in new systems of motivation is also the career advancement or promotion. In the West the problem of staff motivation is much wider than in Ukraine. In Ukraine, the concept of "motivation", appeared relatively recently in economic terms as a result of economic reform. In our country, it is generally considered that the classic and most important form of motivation is economic stimulation. However, the focus on economic incentives sometimes leads to reduced attention to the factors which determine the intrinsic motivation of the staff. Apart from the financial side, abroad there are important intangible ways to motivate. In the West is the company takes a competitive advantage of staff as a result of the work concerned. Methods of staff motivation are very diverse and depend on the development of incentive systems in the enterprise, and the characteristics of the overall management system of the enterprise itself. In modern practice, personnel management, staff motivation is carried out in two areas: material (economic) and intangible (traditional and non-traditional). For example, to include innovative economic motivation assessment of work based qualifications (point system), physical effort and working conditions. In the Western companies motivational techniques are often used, the aim of which is the harmonization of requirements and organizational objectives. These methods involve setting goals for employees, which contributed to achieving the main objectives of the organization.

A new method of personnel management can be an alternative compensation, which includes payment for results and knowledge, rewarding employees for saving time, for continuing education, awards for rationalization proposals. These methods provide the setting for the employee objectives, which contribute to the decision of the main tasks of the organization. A new method of management of the personnel can be represented by complementary compensation, which includes the fee for the results and the knowledge, bonuses for economy of working time, remuneration for the continuation of the education award for rationalization proposals. In addition, the following is popular among foreign companies incentives: car insurance; providing the opportunities for entertainment, sport activities; annual monetary payment to employees who lead a healthy lifestyle and have regular visits to the doctor, practice sports or commute to work by bicycle; granting interest-free loans for the purchase of car, purchase new clothes according to the dress code, compensation for the company's cellular service. In order to achieve success you must combine all methods. Only comprehensive system of motivation, which includes both material and non-material motivation, will result into a total commitment from the staff with maximum efficiency and productivity. Cooperation of the leader with his subordinates should generate intrinsic motivation, a sense of personal contribution of every employee in to the company's activities and development. Recommendations on improving staff motivation in business organizations can be embedded in strategic and operational management systems, and can also be used in corporate training. Therefore, it can become the basis of concrete projects for organizational changes.

Keywords: innovative methods, personnel motivation, intangible incentives, economic incentives.

References

1. Tolmachev RA Staff evaluation: current systems and technology / R.Tolmachev, V.Hrutsky. – M.: Finances and Statistics, 2004. – 176 p.
2. Poole M. Human Resource Management / M. Poole, M. Warner. - St.Pt: Piter, 2002. – 1200 p.
3. The most important ways to motivate staff. HR-study - 2012 [Electronic resource]. – Mode of access: <http://forinsurer.com/news/12/10/23/28357>
4. Kondratiev O.V. No motive - no work. The motivation for us and for them / O.V. Kondratiev, J.E. Melikhov, M.V. Snezhinskaya. – M.: Alpha-Press, 2005. - 216 p.
5. Dobrolubov E.A. System of financial and non-financial incentives (motivation) staff / E.A. Dobrolubov // Banking technology. - 2002. - № 3. - P. 41-44.
6. Andreev V.V. Incentive problems of managers and professionals in industry / V. Andreev // Personnel Management. - 2005. - № 10 - P.21-23.
7. Shekshnia S.V. Personnel management of modern organizations. Educational and practical guide / S.V. Shekshnia Ed. – [5th, revised. and add.]. – M.: Business School "Intel-Synthesis", 2002. - 368 p.
8. Kurbatova M. Secrets of motivation or motivation without secrets / M. Kurbatova, M. Magura // Personnel Management. - 2007. - № 13-14.
9. Grebenyuk N. Receptions motivation in companies [Electronic resource] / N. Grebenyuk. – Access mode: http://blog.poligrafi.com/post_1483

THE PERFECTION OF MANAGEMENT BY COMPETITIVENESS OF THE ENTERPRISES OF THE FOOD-PROCESSING INDUSTRY

Rotanov G.N.

*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine E-mail: g.n.rotanov@gmail.com
E-mail: g.n.rotanov@gmail.com*

The approaches to management of competitiveness of the enterprises of the food-processing industry, and also features and practical recommendations on improvement of use of potential of competitiveness at the enterprises of the food-processing industry are developed.

The purpose of this paper is an improvement of competitiveness management at the enterprises of the food-processing industry, and the detection of the characteristics and development of practical recommendations how to improve the use of potential of competitiveness at the enterprises of the food-processing industry.

The economy of food-processing industry is on the verge of the neo industrial stage of development, it is characterized by the following features: accelerated restructuring, the transition of mainly raw materials to the production of high-tech, competitive food products, the formation and expansion of the modern sector innovation and industrial sub-sectors of the food-processing industry.

The paper states that management of food-processing industry adopts recently the concept of efficient management. The reason for the transition to effective management is often a dynamic and uncertain environment.

It's been determined that the nature of competitiveness growth of development at the enterprises of the food-processing industry is in transition of economy of food producer to a new qualitative state based on innovative transformations in all their areas.

It is revealed that the effective management of competitiveness of the food-processing industry is one of many tools to influence the economic system. Using the tools of effective management of competitiveness of the food industry is largely determined by their specific characteristics.

Keywords: management, competitiveness, food-processing industry, business, crisis, competition, strategy.

References

1. Dmitriyev I.A. Opryedyeleniye napravlyeniya aktivizatsii investitsionno-innovatsionnoy deyatel'nosti promyshlennykh predpriyatiy / I.A. Dmitriyev, E.N. Shyershnyuk // *Biznes-inform.* – 2010. – № 9. – S. 4-9.
2. Zakharchenko V.I. Otsyenka i analiz konkurentosposobnosti predpriyatiy / V.I. Zakharchenko // *Mashinostroitel.* – 2001. – №11. – S. 13-17.
3. Zinchenko V.A. Analiz zovnishnoekonomichnoi diialnosti promyslovykh pidpriemstv Ukrainy / V.A. Zinchenko, L.I. Hryhorova-Berenda // *Problemy ekonomiky.* – 2011. – № 2. – S. 25-35.
4. Ihnashkina T.B. Formuvannya haluzevykh klasteriv promyslovykh pidpriemstv Dnipropetrovskoi oblasti z metoiu analizu vidtvoriuvalnykh protsesiv / T.B. Ihnashkina, N.O. Shura // *Biznes-inform.* – 2011. – № 7(2). – S. 23-30.
5. Kirchataya I.N. Ryezyerovy povysheniya innovatsionnoy aktivnosti promyshlennykh predpriyatiy / I.N. Kirchataya, E.N. Shyershnyuk // *Biznes-inform.* – 2009. – № 7. – S. 13-16.
6. Parkhomenko N.O. Protses prohozhuvannya finansovoi kryzy yak instrumentarii zabezpechennia maibutnykh konkurentnykh perevah pidpriemstva / N.O. Parkhomenko, V.M. Danich // *Biznes-inform.* – 2012. – № 2. – S. 27-29.
7. Podius I.P. Stan ta tendentsii rozvytku promyslovykh pidpriemstv Odeskoi oblasti / I.P. Podius, YE.YU. Shchokina // *Ekonomika; realii chasy.* – 2012. – № 2(3). – S. 153-159.
8. Sukhareva K.V. Napriamky doslidzhennia systemy upravlinnia konkurentospromozhnistiu tovaru pidpriemstva subiekta zovnishnoekonomichnoi diialnosti / K.V. Sukhareva // *Innovatsiina ekonomika.* – 2012. – № 11 (37). – S. 67-71.

KEY INTERPRETATION OF THE TERM "FLOW" IN ASPECTS OF TOURISTS' MOVEMENTS LOGISTIC MANAGEMENT

Skorobogatova T.N.

Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine
E-mail: stn57@mail.ru

Nowadays logistics shows up as a science and practice of flow control in the frameworks of the flow economy formation. As a basic concept of logistics, the flow determines its linking function and integration task. In the traditional logistics these flows are material and related, in the service logistics we are considering customers flows and complimentary flows (human, material, financial, informational). Among the customers flows special place taken by tourists who are have to move for long distances.

The concept of the flow intersects with the "process" term. Both terms describing duration and regularity of the procedure intended to changing the object's state. But the concept of "flow" is always associated with the movement or more precisely flowing of tangible objects or time. In real sense it means moving objects, when the flow is considered in terms of changing their positions (states) in space and time. In a figurative sense, the term is used to denote the flow of events which are considered as the results of relocation.

In the traditional logistics it is possible to talk about a complex of basic (material) flows. In the service logistics informational and financial serving of multiple flows of customers is also possible in some cases while the material flow is usually addressed. Just like in the traditional logistics isomorphism's lack of the main and associated flows is discovered. First of all, this refers to flows of information and finance. As for the material flow, it is often observed that it coincides with the consumers flow particularly in certain areas of tourist flows.

In the sphere of the logistics the dual dependency of the flow and the process is observed. On the one hand the operating flows might be regarded as a form of the process. On the other hand the streams carrying labor, materials, finances and information are necessary for process implementation.

The primary difference between the flow and the process is its continuity lies in a stepwise continuity over a long time. Flow differentiation is performed according to its stop points, while it exists in a form of stock. The process is composed of several stages which can be viewed at different levels of aggregation.

Like any other flow of humans, the tourist flow is a complex (because of differences between people in many ways, including gender, age, education, area of activity), controlled in certain extent. In the case of the tourist's movement by vehicles, the flow's regularity is determined by the movement of the latter, in case of hiking the movement is merely uneven.

The difference of the tourist flow after the consideration in detail is manifested in a kind of discretion caused with specific nature of long-moving individuals who acts as elements who creating flow. This kind of discretion is not contrary to the continuity which determining the flow in a long period of time.

From the tourist's point of view the flow may be considered not only as objects relocation (a movement in space) but also as a events sequence (transformation over time). In the first case the flow is observable and its speed depends on the vehicle (in the case of pedestrians – on the traveler oneself), the stops are planned, so flow's estimation is quite objective. In the second case the view of the process is subjective and is determined by the individual.

The tourist's evaluation of the event flow is depends on the one's purpose chosen while traveling and the capital which is afforded to spend. It is known that the tourist services consumption process is accompanied by growth of economic, social and cultural capital. For the first case the shop tours are used, the second is present in almost any kind of

tourism, the third is provided by cognitive tourism in its various modifications.

Keywords: logistics, service logistics, flow, process, flow of consumers, management of tourist flows.

References

1. Gvozdenko, A.A. Logistika v turizme [Logistics in Tourism]. Moscow: Finance and Statistics, 2004. (in Russian)
2. Khvostikov, K. "Criteria and methodological aspects of economic processes logistization". *Visnyk ekonomichnoi nauky Ukrainy*. № 2 (22), 2012. pp. 165-167. (in Russian, abstr. in English)
3. Semenenko, A. I., Sergeev, V.I. Logistika. Osnovy teorii [Logistics. Theory Basics]. Saint Petersburg: Soyuz, 2001. (in Russian)
4. Skorobogatova, T. "Impulses of Development of Towns-Ties as the Logistical-Service Mesosystems in the Aspect of Management of Tourist Flows". *Lohistyka: teoriya ta praktyka*. № 1 (2), 2012. pp. 157-163. (in Russian, abstr. in English)
5. Skorobogatova, T. "Tourism in the Process of Expansion of the Status Space of Enterprises and Individuals: Logistic Aspect". *Economic forum*. № 2, 2013. pp. 176-182. (in Russian, abstr. in English)
6. Smyrnov, I. H. Lohistyka turyzmu [Logistics of Tourism]. Kyiv: Znannya, 2009. (in Ukrainian)
7. The Hague Declaration on Tourism. Accessed October 11, 2013, <http://goo.gl/at7leH>
8. World Tourism Organization. Accessed October 11, 2013, www2.unwto.org

MANAGING LABOR COSTS

Stankevich A.A.

The South Branch of the National University of Life and Environmental Sciences of Ukraine "Crimean Agrotechnological University", Simferopol, Crimea, Ukraine
E-mail: stnast82@mail.ru

This article was analyzed pictures of the day with the identification of the main drivers of work and loss resulting from the arrangements for loading and unloading, the fault of the driver, for technical or other reasons. It has been proven that the use of photographs of working time during the entire shift in manual handling can improve work organization and improve its performance through the effective use of the fund time.

Regulation of labor is a means of increasing efficiency of production through intensification and improvement of organizational and technical level, an important factor in increasing productivity. Progressive labor standards can objectively determine the contribution of workers to the overall results of labor. Speaking as a measure of labor costs, working time artist has a complex organizational structure.

For a more precise, objective and clear picture of the widely used methods of work such as the "picture" of the working day and the timing. Timing is usually used for the identification and analysis of standards on labor and determine their duration. Clocking desirable secondary, technical and logical operations - both manual and computer-hand relating to the operational or preparatory and final period.

Statement of the problem. Urgency of the problem, its theoretical significance and practical value of the work led to the structure, namely, the definition of investment of

time, which are necessary and should be included in the rate, determining the effectiveness of the use of funds of the working time of employees and equipment.

This article was produced by the analysis of photographs of the working day with the identification of the main drivers of work and loss as a result of the arrangements for loading and unloading, the fault of the driver, for technical reasons, the use of a lunch break, etc. Improving labor process involves the rational combination of all the elements in time of labor, as well as establishing relationships participants in the proceedings. The study observation sheets were determined average cost of working time - 446 min.

As a result of calculations of the efficiency of working time, identified the following indicators:

- The actual time on the set-PROCUREMENT exceeds standard time of 43.85 min.;
- The actual time on the operational work of more than 58.3 min.;
- The actual time on rest breaks exceeds standard for 24.51 min., And maintenance time job compared to what is prescribed below 4.49 min.;
- The total deviation of the actual time exceeds standard for 122.17 min.;
- As a result of the measures, the excess of the actual time will decrease by 8.43 min. (114.27-122.17);
- The coefficient of loss of working time will be 9.5%.

We have developed measures will reduce the loss of working time and improve the efficiency of its use.

Keywords: labor rate, the rate of the time rate of output, the rate of service, standard number, photo of the day, combining record timing.

References

1. Gupalov V.K. Upravlyeniye rabochim vremenem: [ucheb. dlya vuzov] / V.K. Gupalov. – M.: Finansy i statistika, 2008. – 240 s.
2. Zayants A.I. Sovershenstvovaniye normirovannykh smennykh zadaniy dlya voditeley gruzovykh avtomobiley / A.I. Zayants. – M.: Finansy i statistika, 1986. – 56 s.
3. Pilipenko K.A. Povysheniye produktivnosti truda v lichnykh i fermerskikh khozyaystvakh sredstvami maloy myekhanizatsii / K.A. Pilipenko // Nauchnyye Trudy uchenykh Yuf “KATU” NAU. – Vyp. 147. – 2012. – S. 168.
4. Sfronov N.A. Ekonomika predpriyatiya: [uchebnik] / N.A. Sfronov; pod red. prof. N.A. Sfronova. – M.: «Yurist», 2000. – 584 s.
5. Slavuta O.I. Ekonomika i oganizatsiya diyalnosti pidpriemstv miskogo gospodarstva: [navch. posibnyk] / O.I. Slavuta. – Kharkiv: KhNAMG, 2009.- 284 s.
6. Shvab L.I. Ekonomika predpriyatiya: [uchebnoye posobiye dlya vuzov] / L.I. Shvab. – K.: Karavella, 2005. – 568 s.
7. Shurenbek Kh. Ekonomika predpriyatiya: [uchebnik dlya vuzov] / Kh. Shurenbek; [per. s nem. pod obshch. red. I.P. Boyko, S.V. Valdaytseva, K. Rikhtera]. – StPb.: Piter, 2005. – 848 s.

TARGETED APPROACH TO ASSET MANAGEMENT AS A METHOD FOR ENHANCING THE EFFECTIVENESS OF LOGISTICS ACTIVITIES

Sumets A.M.

*Kharkov National Technical University of Agriculture hazyaystva name Peter Vasilenko, Kharkov, Ukraine
E-mail: sumets61@mail.ru*

Logistics activities of businesses today are paying considerable attention to experts, since the latter is responsible for the formation of logistics costs, which in the total enterprise costs make up the lion's share. Found that the level of efficiency of logistics activities depend to some extent on the «quality» of the enterprise asset management, and specifically, the assets of its logistics system.

The methods of performance management using real investment on the principles of a targeted approach. Found that, in the management literature are merely the formal rules of trees building purposes. These rules follow from graph theory. These rules are not paid attention to the content of the links between economic performance indicators.

In order to improve the efficiency of the logistics of the company proposed a targeted approach to the management of its assets. This method is the most effective yavlyaetsya. To assess the «quality» of the asset management recommended to use absolute and comparative cash flow. These flows form the value of the absolute and comparative economic effects.

The methodical principles and approaches for the formation of the methods and ways to improve the logistics system of the assets of the enterprise.

The article stated that the construction of the trees purposes should:

- 1) identify the types of criteria indicators, achievement of these parameters should be set as a goal; tree branches purposes must be consistent with the algorithm of calculating the parameter that is selected as the general purpose;
- 2) to use to manage the assets of any of the types of indicators of effective use of real investments : a) static, which are determined based on accounting data, and b) dynamic, which take into account the time factor;
- 3) to apply to the calculation of the comparative economic effects of investment decisions: the criterion of cost or results-based type – the present value of the minimum cost or maximum economic benefit;
- 4) select the methods for calculating the performance indicators;
- 5) establish the mathematical relationship of the main goals of factors, the arguments that lead to its achievement. Take into account that the inverse of the cause-and-effect relationships graph is a tree management objectives with the results.

Presented in this paper the results in the future to fully be used for the formation of a system of indicators evaluating the effectiveness of logistics activities machine-building enterprises, the agricultural sector and others.

Keywords: enterprise, logistics system, the assets, the criteria, objectives tree, logistic solution, denedny flow, effect.

References

1. Ben T. Methods for determining the cost-effectiveness of investments: a comparative analysis, *Journal «Economy of Ukraine»*, Vol. 4, 2007. – P. 12-19.
2. Birman G., Schmidt S. The economic analysis of investment projects. (Moscow, Banks and stock exchanges, UNITY, 1997).
3. Bromwich M. Cost-effectiveness analysis of investment. (Moscow, Infra -M, 1996).
4. Zavlin P.N., Vasiliev A.V. Evaluating the effectiveness of innovation. (Petersburg, Business Press, 1998).
5. Krylov E., Vlasov V., Zhuravkova I. Analysis of the effectiveness of investment and innovation activity. (Moscow, Finances and Statistics, 2003).
6. Northcott D. Investment decisions. (Moscow, Banks and stock exchanges, UNITY, 1997).
7. Pelikhov E.F. Cost-effectiveness of logistics solutions / EF Pelikhov, *Journal «Logistics: problems and solutions»*, Vol. 1, 2005. – P. 90-97.
8. Pelikhov E.F. Cost-effectiveness of innovation. (Kharkov, Publishing House of the LSA, 2005).
9. Workshop Logistics. (Moscow, INFRA-M, 2003).
10. Priymak V.M. Of acceptance of upravlinskih rishen (Kiev, Atika, 2008).
11. Sumets A.M., Pelikhov E.F. The economic rationale for logistics solutions «Make or Buy?», *Journal «Logistics: problems and solutions»*, Vol. 2, 2007. – P. 32-46.
12. Sumets A.M. Logistics costs and loss of earnings Vigoda, *Journal «Logistics: problems and solutions»*, Vol. 1, 2010. – P. 20-27.
13. Sumets A.M., Ogienko S.A. Justification of the need to develop a methodology for determining the maximum value of the stock of marketable products in the logistics system, *Journal «Logistics: problems and solutions»*, Vol. 4, 2010. – P. 64-67 .
14. Sumets A.M., Pelikhov E.F. Comparative assessment of the economic impact and feasibility of inventory in the supply system, *Journal «Logistics: problems and solutions»*, Vol. 5, 2011. – P. 33-39 .

IMPLEMENTATION OF E-GOVERNANCE IN UKRAINE

Tarasiuk V.D.¹, Vilchinskaya N.V.¹

¹*Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine*
E-mail: ugleva@vandex.ru, vilchinskaya.nat@mail.ru

The work is intended to study the basic principles , methods, and forms a new trend of information - management activities in the field of public administration.

The basic approaches to the understanding of electronic government, discussed the requirements and prerequisites of e-government systems. Highlights the key regulatory - legal framework for the implementation of e-government in Ukraine. Consider the forms and methods of the basic directions of the electronic interaction between the state and society.

Theoretically demonstrated the ability to manage state processes with the help of information - communication technologies and studied the terms "e-government " and " e-government " in the new model of public administration.

The paper presents the results of a statistical analysis of indicators of regional development after use of electronic forms of government in the economic downturn .

Based on the analysis of the problem was highlighted in the traditional forms of E-governance: e-democracy, e-services, e-commerce , as well as major new industry electronic control: telemedicine, distance learning, e-banking, the use of technology E-governance in the tax service in the police, the field of transport, customs, courts, etc.

Made by an international review of the UN rating of readiness of the world to the e-governance in which Ukraine was ranked 54 position among 184 countries of the world that speaks of the backwardness of the pace of development of e-government technologies. The paper sets out examples of successful projects in the country to introduce Electronic Control Technology in the framework of the Law of Ukraine "On the Basic Principles of the Information Society in Ukraine , 2007-2015 . ", For example : the creation of the Centre of administrative services "Transparent Office" in Vinnitsa , the project "E- ministry" on the basis of Central Public Service , the project "e- village" of Dnipropetrovsk regional council. In 2008, the project of creation of a Regional Centre for Development of Electronic Government of the Autonomous Republic of Crimea.

The paper noted that today in Ukraine implemented the State 's economic reform program for 2010-2014 "Secured society, competitive economy, effective state", and the Plan of Action for the Implementation of the Cooperation Strategy states - participants of the CIS in the construction and development of the information society for the period 2015 , which is impossible without the use of information technology.

It is proved that the introduction of e-government - is a complex social - social, legal and economic problem , which is solved in the context of complex material and resource, financial and other restrictions that are typical for the global implementation of e-governance practices as well as for the specific conditions in which these processes taking place in Ukraine . It is the policy of the state will increase the effectiveness and efficiency of significant business processes of government, increase transparency and strengthen the fight against corruption, the government will develop the information.

Approved that the priorities of the Information Society in Ukraine are: bridging the digital divide between urban and rural areas , the introduction of radio access systems Internet Wi - Si, Wi - MAX at all points in the Ukraine , the introduction of terrestrial and cable digital television, education, advanced manufacturing enterprises computer hardware , support for export - oriented production in IT.

This phenomenon can be used by employees of the State Apparatus of that will improve their efficiency and quality of administrative services.

Keywords: e- government, e-governance, e-services, innovation, informative society, public administration.

References

1. Demkova M. Elektronne uryaduvannya – zaporuka prozorosti ta efektyvnosti vlaty / M. Demkova // Uruduchny gurnal. – 2007. – № 3. – P. 124-126.
2. Kunis R. A Model for Document Management in e-Government Systems Based on Hierarchical Process Folders / R. Kunis, G. Runger and M. Schwind // The Electronick Journals of e-Government. – 2007. – Vol. 5, Issue 2. – P. 191-204.

3. Enoksen J.-A. Shcho take elektronnyy uryad? [Elektronnyy resurs] / J.-A. Enoksen // Materialy proektu "Rozbudova demokratii ta mozhlyvostey derzhvnoi sluzhby v Ukraini". Trening: "Demokratiya ta modernizatsiya derzhavnogo sektora cherez stvorenniya elektronnoho uryadu", 29 schnya – 2 lutogo 2007. – Rezhim dostupu: derzhava.in.ua:8081/egov/Shared...Government_01.doc
4. Gnatiuk S.L. Problemy stanovlennya informatsiynogo suspilstva v Ukraini / S.L. Gnatiuk, S.I. Zdioruk // Strategichni priorityety. – 2007. – № 1 (2). – S. 95-101.
5. Dubov D.V. Osnovy elektronnoho yryaduvannya: [navch. posib.] / D.V. Dubov, S.B. Dubova. – K. : Tsentr navchalnoi literatury, 2006. – 176 s.
6. Yuldashev O. Elektronne yryaduvannya: problem ta perspektyvy / O. Yuldashev // Personal. – 2007. – № 10. – S. 42-46.
7. Shevchuk O. "Elektronna Ukraina" – na shlyakhu formalizatsii / O. Shevchuk [Elektronnyy resurs]. – Rezhim dostupu: <http://www.zn.kiev.ua/>.
8. Zakon Ukrainy "Pro Natsionalnu program informatyzatsii" [Elektronnyy resurs] // Verkhovna rada Ukrainy. – Rezhim dostupu: <http://zakon4.rada.gov.ua/laws/show/74/98-%D0%92%D0%A0>
9. Marushevskiy L.O. Pryezentatsiya tvorcheskoy raboty: «Stoyaniye, problemy i perspektyvy elektronnoho pravitelstva v Ukraine» [Elektronnyy resurs] / L.O. Marushevskiy. – Rezhim dostupu: <http://www.kds.org.ua/node/956>
10. Zakon Ukrainy «Ob elektronnykh dokumentakh i elektronnom dokumentooborote» [Elektronnyy resurs] // Verkhovna rada Ukrainy. – Rezhim dostupa: <http://www.buhgalteria.com.ua/Hit.html?id=495>
11. Zakon Ukrainy «Pro elektronnyy tsifrovyy pidpys» [Elektronnyy resurs] // Verkhovna rada Ukrainy. – Rezhim dostupu: http://search.ligazakon.ua/l_doc2.nsf/link1/NT0362.html
12. Pervyy mezhdunarodnyy forum po elektronnomu upravleniyu – «International Ukrainian E-governance Forum» [Elektronnyy resurs]. – Rezhim dostupa: <http://e-gov-forum.com.ua/ru>
13. Paladchenko E.F. Ukraina v mirovykh reytingakh razvitiya informatsionnogo obshchestva (2010-2012 gg.) [Elektronnyy resurs] / E.F. Paladchenko. – Rezhim dostupa: <http://dok.opredelim.com/docs/index-24751.html>
14. Kontseptsiya rozvytku elektronnoho yryaduvannya v Ukraini [Elektronnyy resurs] // Kabinet ministriv Ukrainy. – Rezhim dostupa: <http://zakon4.rada.gov.ua/laws/show/2250-2010-%D1%80>
15. Rol obshchestvennosti v razvitii elektronnoho upravleniya v Ukraine [Elektronnyy resurs]. – Rezhim dostupa: <http://csln.info/news/urn:news:19315B3>
16. Smart Vilnius [Electronic resource]. – Access mode: <https://drive.google.com/folderview?id=0B2bds8bsmLjpUWVvRnF6VG5BU2c&usp=sharing>
17. Tselishcheva E.F. Ot elektronnoho pravitelstva k elektronnomu gosudarstvu / E.F. Tselishcheva // Nauchno-informatsionnyy elektronnyy zhurnal studentov i molodyh uchenykh "EGO: Ekonomika. Gosudarstvo. Obshchestvo" [Elektronnyy resurs]. – Rezhim dostupa: <http://ego.uapa.ru/issue/2011/02/01/>
18. Zakon Ukrainy «Ob osnovnykh printsipakh razvitiya informatsionnogo obshchestva v Ukraine na 2007-2015 gody» [Elektronnyy resurs] // Verkhovna rada Ukrainy. – Rezhim dostupa: <http://uazakon.ru/zakon/zakon-o-razvitii-informatsionnogo-obshchestva.html>
19. Razvitie elektronnoho pravitelstva v Ukraine na fone mirovykh tendentsiy [Elektronnyy resurs]. – Rezhim dostupa: <http://dis.podelise.ru/text/index-41250.html>
20. Tsel vnedryeniya elektronnoho upravlyeniya – povysheniye effektivnosti I otkrytosti raboty vlasti [Elektronnyy resurs]. – Rezhim dostupa: <http://most-dnepr.info/news/society/86415.htm>
21. V Ukraine na 1 komputer – 28 shkolnikov [Elektronnyy resurs]. – Rezhim dostupa: <http://www.segodnya.ua/print/ukraine/v-ukraine-na-1-kompjuter-%E2%80%93-28-shkolnikov.html>
22. I sentyabrya nye nachali rabotu bole 150shkol [Elektronnyy resurs]. – Rezhim dostupa: <http://ru.osvita.ua/school/36949/>

INTERNATIONAL COMPETITIVENESS OF UKRAINE IN THE ASSESSMENT OF THE WORLD ECONOMIC FORUM

Tverdohlebov N.I.

Taurida National V.I. Vernadsky University, Simferopol, Crimea, Ukraine

E-mail: tverdohlebov-nikolav@rambler.ru

For comparison, we selected the most developed countries of the CIS , which are the largest trade partners of Ukraine – Russia and Kazakhstan (Belarus in the WEF report is not included). It is advisable to conduct a comparative analysis with Bulgaria, Romania and Croatia as the most close to the Ukraine in terms of socio-economic development EU countries, and Turkey has with the EU Association Agreement.

WEF publishes of each year a report on global competitiveness - "Global Competitiveness Report" (GCR, to 2006 – Growth Competitiveness Report). Integral assessment (Index) in 2013 was calculated for 148 countries . To evaluate the competitiveness of the economy of each of these open statistical data for 2012 were used, as well as the results of a special survey of more than 14 thousand managers of various companies working in these countries (more than 100 in Ukraine).

The rating is based on the Global Competitiveness Index (GCI), developed for the World Economic Forum and introduced in 2004 . GCI includes 110 indicators, divided into 12 categories. In 2013, among the selected countries , the highest ranking places took Turkey (44th , Kazakhstan (50) , Bulgaria (57) and Russia (64). Croatia (75), Romania (76) and Ukraine (84) were the three outsiders. In 2012, Ukraine ranked 73 among 144 countries and ahead of Romania and Croatia.

The main reason for the fall rating of Ukraine in 2013 are the lowest indices in four categories : institutions (137th of 148 countries and the lowest among the seven countries), the macroeconomic environment (107th place and a big gap with the six countries of comparison) , goods market efficiency (124 place and a significant backlog of Turkey, Kazakhstan and Bulgaria) and the development of the financial market (117).

Only in two categories – healthcare and primary education, higher education and professional training – Ukraine was among the leaders of the seven countries. Managers working in Ukraine identified four major issues of economic development: corruption (19.1), the level of taxes (13.0), tax regulation (0.7), inefficient government bureaucracy (9.8), access to financing (9.2).

In 2005-2008 there was a steady increase in the index of competitiveness of Ukraine, which equaled and surpassed that of Bulgaria, Romania and Kazakhstan. In the ensuing crisis these positions have been lost. Loomed in 2012 was short-lived increase in the index but the following year the country was again an outsider, though lagging behind countries such as Romania and Croatia is negligible.

According to the WEF report, Ukraine demonstrated a number of competitive advantages. Well-educated population, is quite flexible labor market as well as large size of the domestic consumer market remains an attractive basis for the growth of the economy. On

the other hand, no real improvement is observed in the weak institutional framework and inefficient markets for goods and services, which suppresses competition and hampers the development of entrepreneurship. The priorities are stabilization and development of the financial sector, the fight against corruption and improving fiscal management .

Based on the data from the WEF report, it can be concluded that the present government announced economic reforms have not affected the competitiveness of the country which will face serious tests after the entry into force of the Association Agreement with the EU.

Keywords: country competitiveness, Global Competitiveness Index, World Economic Forum.

References

1. Danilishin B., Veklich O., Ukraine in the international rankings of sustainable development, *Economy of Ukraine*, 7, 13 (2008).
2. Arsenenko A., Methodical bases of the mechanism of Ukraine investment climate rating management, *Scientific Notes of Taurida National V. I. Vernadsky University*. – Series : Economics and Management. – 2011. – Vol.24 (63), No.4. – P.15.
3. Tverdohlebov M., Arsenenko A., Analysis of Ukraine's position in the rankings of international competitiveness, *Proceedings of International Conference "Priorities of national economic development in the context of globalization challenges"* (Kyiv National University of Trade and Economics, Kyiv, 2008), part 1, p.100.
4. Tverdohlebov M., Comparative analysis of the Ukraine's rankings of international competitiveness, *Scientific Notes of Taurida National V. I. Vernadsky University*. – Series : Economics and Management. – 2011. – Vol.24 (63), No.3. – P.102.
5. Tverdohlebov M., Ukraine in the international competitiveness rankings, *Proceedings of International Conference "Ukraine and the Global Economy: Theory and Practice of Managing"* (DIP, Simferopol, 2011), p.22.
6. The Global Competitiveness Report 2011-2012, (The World Economic Forum, 2011), 527 p.
7. The Global Competitiveness Report 2006-2007, (The World Economic Forum, 2006), 570 p.
8. The Global Competitiveness Report 2007-2008, (The World Economic Forum, 2007), 519 p.
9. The Global Competitiveness Report 2008-2009, (The World Economic Forum, 2008), 500 p.
10. The Global Competitiveness Report 2009-2010, (The World Economic Forum, 2009), 479 p.
11. The Global Competitiveness Report 2012–2013, (The World Economic Forum, 2012), 527 p.
12. The Global Competitiveness Report 2013–2014, (The World Economic Forum, 2013), 551 p.

CRISIS AND GOVERNMENT REGULATION OF INVESTMENTS IN UKRAINE

Khrapko V.N.

Taurida National V. I. Vernadsky University, Simferopol, Crimea, Ukraine

E-mail: vkhrapko@yahoo.com

In the information approach to the explanation of current economic and financial crisis was developed. Incorrect informational situation on financial markets leads to the economy disbalance, recession and crisis.

Under the utilitarian approach, each economic agent tends to improve their situation, i.e., not to reduce the quantity of goods belonging to him or her (not to reduce its overall

valuation he owns). Such individual desire to improve welfare should be confirmed by an increase in quality and or quantity of goods, which an economic agent owns. This growing demand for wealth have to be supported by equivalent production expansion which requires investments. If errors during investing are significant, they lead to losses, and to elimination of unnecessary product inventories and unnecessary assets.

As shown above, the excessive filling of the economy with money and their substitutes is distorting the value of money in the credit markets. In addition, inadequate oversight by regulators of credit institutions, leads to agents with a low credit rating or credit with inadequate reserve funds to cover potential losses. Thus, the modern financial system, on the one hand, provides overly optimistic signals about the availability and prices of investment resources, and, on the other hand, distorts the assessment of the riskiness of investments. These factors lead to an erroneous assessment of the economic situation and the wrong actions of both creditors and borrowers. Insufficient or distorted information leads to the fact that the business incorrectly understand the economic situation, riskiness of investment projects, and increases the likelihood of failure.

The reaction of the financial system to a bad investment decision is a reduction in investment amount and shortage in production, which is usually called a recession. Such situation we are currently observing in Ukraine.

For the year 2012 according to the statistical data of the State Statistics Committee of Ukraine there was a decline in the production of energy, iron and steel, mechanical engineering, some basic foods such as sugar, bread, cheese, and reduced wholesale turnover, decreasing population, increasing unemployment. Ukraine's GDP growth was only 0.2%.

This figure, comparing with the world GDP growth of 3.3%, move the government to decisions on stimulation of economic growth and increase the efficiency of investments.

To change the situation, in early 2013 the government plan was developed to simulate the economy. This plan includes the following items:

- Stimulation of investments and long-term growth in the main industrial sectors
- Support for domestic producers
- Development of advanced and high-tech industries
- Structural reforms in key sectors of the economy
- International cooperation

The measures proposed by the government are mainly concerned the investment process. In the analysis showed that in all cases, an investor behavior is usual, the investor evaluates both risks in different forms and profitability of investments. Some additional measures on assessment project perspectives were proposed.

Keywords: Ukraine, crisis, investments, crisis information theory, government regulation

References

1. Colin Campbell, Rosemary G. Campbell, Edwin G. Dolan Money (1987), Banking, and Monetary Policy (Saunders Golden Sunburst Series) Dryden Press, 1987, p. 592

2. Derzhavne reguliuvannya ekonomiki: Nfvch. Hjsibnik / S, M. Cystov, A.E. Nykyforov, N. F. Kutsenko ta in – K.: KNEU, 2000. – 316 s.
3. Rudiger Dornbush, Stanley Fisher. Macroeconomics, McGraw-Hill/Irwin; 11 edition, 2010, New York, 640 p
4. John Maynard Keynes (1936) The General Theory of Employment, Interest and Money, Macmillan Cambridge University Press, for Royal Economic Society in 1936, p. 352
5. Malyi I. Y. Suchasna ekonomichna kryza yak oznaka proyavu institucijnoy kryzy. / I.Y. Malyi // Nauchnyye Trudy DonNTU, Seria: ekpnpmicheskaya. 2009 – Vypusk 37-1. S. 15 - 25
6. Proyeckt Derzhavnoi program aktivizatsii rozvitku ekonomiki yf 2013-2014 roky – elektronnyi resurs – rezhim dostupa - http://www.me.gov.ua/control/publish/article/main?art_id=197032&cat_id=197031
7. Stiglitz Joseph, (2000). Economics of the Public Sector. W. W. Norton & Company; 3-d ed., 2000, p. 848
8. Barro R.J. Macroeconomic crises since 1870 [Electronic resource] / Robert J. Barro , José F. Ursúa // Working Paper 13940, NBER working paper series, National Bureau of Economic Research. – 1050 Massachusetts Avenue, Cambridge, MA 02138.- April 2008. – Access mode: <http://www.nber.org/papers/w13940>
9. Corporate Bond Defaults and Default Rates 1938-1995. / Moody's Investors Services. – New York, 1996. - pp. 37.
10. Von Mises L.(1953) The Theory of Money and Credit / Ludvig Von Mises, New Heave, Yale University Press, 1953, pp. 493
11. Pozsar Z et al (2012). Shadow Banking/ Zoltan Pozsar, Tobias Adrian, Adam Ashcraft, Hayley Boesky. – Federal Reserve Bank of New York. – Staff Report No. 458, July 2010, Revised February 2012