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Annotation (from 100 exceptional words of the generally accepted terminology) which necessarily contain a scientific novelty and research results. Keywords (6-8 words).

The last name and name of authors, name of the article, annotation and keywords must be given the Ukrainian, Russian and English languages. Basic text of the article must include next structural subdivisions, in accordance with the decision of presidium of WACKES of Ukraine from 15.01.2003 №7-05/1 «About the increasing of requirements to professional editions, brought in in the lists of WACKES of Ukraine»:

- raising of a problem in a general view and connection of it with the major scientific or practical tasks;
- analysis of the recent researches and publications in which the decision of the given problem is founded and which an author leans on;
- a selection of earlier unsolved parts of general issue, according to which the article is dedicated;
- forming of aims of the article (raising of task);
- exposition of basic material of research with the complete ground of the scientific results;
- conclusions from the noted problems and prospect of subsequent researches in the given direction.

These structural elements must be selected in a semi-bold font and must start from the new paragraph.

The pages of the articles must not be numbered; not to use transfers; to give fractional numbers must be given by means of comma (for example: 0,564).

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Formulas must be separated with one line from a basic text, must be centred, to have numeration. The numbers of formulas must be indicated in parentheses which must be leveled to the right limit of the text. Editor of formulas - Microsoft Equation. All physical figures must be given in the system of SI. Whole parts must be separated from decimal with a comma. For formulas: size of font – 11, large index – 8, little index – 5, large symbol – 14, small symbol – 11 pt.

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Structure of the article

Index of UDK (in the overhead left corner) / UDK classification.

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ECONOMIC SCIENCES

UDK classification: 338:331.5

Baldghi Marina

REGULATION OF UNEMPLOYMENT AND INCREASE EMPLOYMENT IN ODESSA REGION

The state of unemployment and employment in the Odessa region were substantiated in the article. The most vulnerable administrative-territorial areas and identified perspective economic activities in terms of the interests of the region, causing competitiveness in the domestic and foreign markets and the structure of demand for labor, were identified. With the help of methods for determining the unemployment rate was calculated the rate of change of the employed population, employment stability and handling of the labor force, which formed the basis of the scoring for certain types of economic activity for the creation of new jobs and the definition of the annual number of new jobs in the region. Determination of the number of new workplaces has shown the need for them in the version based on the dynamics of employment in the wholesale and retail trade; vehicle trade; services, maintenance and provision of collective, social and personal services; options for determining the number of new jobs based on the structure of employment - in public administration, education, health and social care, as well as in the provision of collective, social and personal services. Analysis of the calculations for the administrative-territorial districts by the chosen method proved the necessity of creating new jobs in rural areas, highlighting the need for radical changes in the system of people with jobs and the need to control the level of unemployment in remote areas of the regional center. The ways of regulation of unemployment and increasing employment in the Odessa region in the local context of reference entities, which should be linked to financial security and strengthening the supervisory and organizational functions of the executive, were suggested.

Keywords: unemployment, employment, regulation, Odessa region, economic activities, district, labor market.

Балджи Марина

РЕГУЛЮВАННЯ БЕЗРОБІТТЯ ТА ПІДВИЩЕННЯ ЗАЙНЯТОСТІ НАСЕЛЕННЯ В ОДЕСЬКОМУ РЕГІОНІ

В статті обґрунтовано стан безробіття та рівень зайнятості в Одеському регіоні. Виявлені найбільш уразливі адміністративно-територіальні райони та визначені перспективні види економічної діяльності з точки зору інтересів регіону, що обумовлюють конкурентоспроможність продукції на внутрішньому та зовнішньому ринках та структуру попиту робочої сили. За допомогою методики визначення рівня безробіття розраховані коефіцієнти зміни зайнятого населення, стабільності зайнятості та обігу робочої сили, які лягли в основу бальної оцінки по окремих видам економічної діяльності для створення нових робочих місць і визначення щорічної кількості нових робочих місць в регіоні. Визначення кількості нових робочих місць показало їх необхідність у варіанті з урахуванням динаміки зайнятості в оптовій та роздрібній торгівлі; торгівлі транспортними засобами; послугах з ремонту та наданні колективних, громадських та особистих послуг; для варіанту визначення кількості нових робочих місць з урахуванням структури зайнятості – у державному управлінні, освіті, охороні здоров'я та соціальній допомозі, а також при наданні колективних, громадських та особистих послуг. Аналіз проведених розрахунків для адміністративно-територіальних районів за обраною методикою довів необхідність створення нових робочих місць в сільських районах, що свідчить про необхідність радикальних змін в системі забезпечення населення робочими місцями та необхідністю регулювання рівня безробіття в віддалених від обласного центру районах. Запропоновані шляхи регулювання безробіття та підвищення зайнятості населення в Одеському регіоні з урахуванням місцевих особливостей ведення господарювання, що мають бути пов'язані з фінансовим забезпеченням і посиленням контролюючих та організаційних функцій виконавчої влади.

Ключові слова: безробіття, зайнятість населення, регулювання, Одеський регіон, види економічної діяльності, район, ринок праці.

Балджи Марина

РЕГУЛИРОВАНИЕ БЕЗРАБОТИЦЫ И ПОВЫШЕНИЕ ЗАНЯТОСТИ НАСЕЛЕНИЯ В ОДЕССКОМ РЕГИОНЕ

В статье обосновано состояние безработицы и уровень

REQUIREMENTS FOR REGISTRATION OF THE SCIENTIFIC ARTICLES

For consideration of digest authors of scientific works of the «Scientific Bulletin of the Odessa national economic university»

For a publication in the «Scientific Bulletin of the Odessa National Economic university» can be accepted the articles which had not been publicized before and that contain the new scientific results of theoretical and experimental researches in the proper scientific fields, also the scientific survey and summarizing articles which have been ordered can be publicized.

The articles are accepted in the following scientific areas of researching:

1. Economic sciences (Decision of Higher Accreditation Committee of Ukraine: № 1-05/1, issued 26.01.2011).

2. Political sciences (Decision of Higher Accreditation Committee of Ukraine: № 1-05/2, issued 23.02.2011).

3. Historical sciences.

Requirements for registration of the scientific articles, which are given for a publication in the collection of scientific works of the «Scientific announcer of the Odessa National Economic university» are formulated in accordance to Orders of Department of education and science, young people and sport of Ukraine № 1111 from 17.10.2012 «Order of forming of a List of scientific professional editions of Ukraine» and № 1112 from 17.10.12 year «About the publication of results of dissertations on the receipt of scientific degrees of doctor and candidate of sciences», and also new national standard of DSTU of a 7152:2010 «Edition. Registration of publications in magazines and collections», which went into effect on October, 1 in 2010.

General requirements:

A content of the article should consist of 12-20 thousands of symbols. Text must be printed in Microsoft Word editor, printing type - Times New Roman, size 12, with single intra-line interval, format of A4 (210x297), 20 mm. margins on each side. A paragraph should be 1,25 sm. Language of exposition – Ukrainian, Russian or English.

Illustrations, diagrams, charts, tables and formulas should be designed in accordance to Gost 2.105-95. Each illustration, diagram, chart,

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Reviewer: Burdiak V., Doc. of political sciences, political science and public administration department of Yurii Fedkovych Chernivtsi National University.

9.09.2014

занятости в Одесском регионе. Выявлены наиболее уязвимые в этом отношении административно-территориальные районы и определены перспективные виды экономической деятельности с точки зрения интересов региона, обуславливающие конкурентоспособность продукции на внутреннем и внешнем рынках, а также структуру спроса на рабочую силу. С помощью методики определения уровня безработицы рассчитаны коэффициенты изменения занятого населения, стабильности занятости и обращения рабочей силы, которые легли в основу балльной оценки по отдельным видам экономической деятельности для создания новых рабочих мест и определение ежегодного количества новых рабочих мест в регионе. Определение количества новых рабочих мест показало их необходимость в варианте с учетом динамики занятости в оптовой и розничной торговле; торговле транспортными средствами; услугами по ремонту и предоставлению коллективных, общественных и личных услуг; для варианта определения количества новых рабочих мест с учетом структуры занятости – в государственном управлении, образовании, здравоохранении и социальной помощи, а также при предоставлении коллективных, общественных и личных услуг. Анализ проведенных расчетов для административно-территориальных районов по выбранной методике доказал необходимость создания новых рабочих мест в сельских районах, что свидетельствует о необходимости радикальных изменений в системе обеспечения населения рабочими местами и необходимостью регулирования уровня безработицы в отдаленных от областного центра районах. Предложены пути регулирования безработицы и повышение занятости населения в Одесском регионе с учетом местных особенностей ведения хозяйствования, которые должны быть связаны с финансовым обеспечением и усилением контролирующих и организационных функций исполнительной власти.

Ключевые слова: безработица, занятость населения, регулирование, Одесский регион, виды экономической деятельности, район, рынок труда.

Formulation of the problem in general terms, consists in the necessity of study the labor market and its regulation at the level of the region, due to the situation that was formed under the pressure of recent

social and economic developments in the country. First of all, it's low employment rate, which has made a significant impact uncertainties and, thus, further exacerbated the problems. Economic crisis in Ukraine has led to imbalances in demand for jobs and their proposals by employers, which resulted in lack of adequate jobs. Secondly, structural unemployment began to grow bigger, since labor supply does not match the number of jobs. This led to the existence of economic costs, social unrest and use of labor potential. Without a high level of employment we cannot talk about the state carrying any social obligations, it is impossible to ensure progressive socio-economic development and safe operation of businesses, increase welfare, safeguard the various areas of his life. Therefore, **the communication of the selected problem with the most important scientific and practical tasks** is the formation and effective functioning of the national labor market based on the acceleration of economic reforms in Ukraine. Effective structural reconstruction of the national economy through restructuring of loss-making enterprises, the rejection of the practice of soft budget constraints, the actual use of the institution of bankruptcy would allow to increase labor mobility, productivity and adequate wages. These measures, combined with the development of promising industries, small and medium businesses, contribute to reducing hidden unemployment, employment released surplus labor to new jobs with stable salaries.

Analysis of recent research and publications. Domestic scholars addressed to questions of theoretical and practical solutions of the problem, such as: Z. Barannik, O. Volkova, I. Fedorenko and others. The solution to the problem of unemployment was engaged by such scholars as L. Halkiv, I. Motsin, M. Papiev, A. Pizhuk, J. Miklosh, V. Felorenko. The questions of relationship of inflation and unemployment were researched by A. Phillips, later Paul Samuelson and R. Solow, who developed "Phillipson's curve". Arthur Ouken concluded that the level of unemployment is defined in numerical depending on the dynamics of gross domestic product.

Separation of unsolved aspects of the problem, which the article is devoted to. However, a number of issues related to unemployment in Ukraine, especially in terms of methodology, remain under-investigated. It applies particularly to the problems of socio-economic impact and loss of unemployment and its effect on our national development. Experts offer active directions of overcome issues by strengthening workplaces in various

consolidation in the context of analysis of the transitional post-communist societies in CEE, proves that the countries, which managed to pass the democratization phase rather quickly (till the adoption of the constitution), and during the consolidation phase partly resolved three institutional preconditions, have achieved greater success in their development. These institutional preconditions, namely strengthening of the national borders, choosing the form of the government and the electoral system, played an important role in stabilization of countries and societies. In general, these institutional changes became the crucial factors of consolidation, which, in its turn, became the guarantor of the CEE countries' success recognition in the world.

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not to persecute the adherents of dictatorship when the system was changed, as in this case “political losses exceed moral benefits”.

Despite the numerous crimes and human rights limitations, real socialism should not be referred to criminal regime. Only in the Czech Republic the legislative act of prosecution of regime criminals was adopted. However, the Law on Lustration in 1991 led to dismissal of many functionaries, even such figure as A. Dubcek had to be dismissed. Later, while heading the parliament he refused to sign the law. This cruel law was classified as the alibi law. It specified the criteria of incompatibility with the positions under authoritarian and democratic regimes, not to investigate every separate case. Thus, after 1990 in the FRG the responsibility was placed on bureaucracy of Hauk’s department, regardless of high political losses, as it did not concern the ruling elite of the country. The results of democracy consolidation hugely depend on the way the functional bureaucracy implement the newly created parliaments’ and governments’ decisions. As a rule no one can demand more diligence from bureaucracy, which have not been dismissed up to the middle level and have been reconstructing clans and high-ranking functionaries’ traditions up to this time, and as a result slowing down consolidation of democracy due to their passive resistance. Only the state, where the multi-party system exists and functions, can contribute to the gradual change of the administrative elites and this minimalizes the threat of destabilization. An amount of old functionaries who quit from the organs of government is less than the number of new members of administrative staff from the party which wins the elections. At the same time a normal alternation of generations happens. That is why we believe that consolidation of new democracies is a question of time.

So, the processes of new democracies formation and consolidation in the CEE countries, which have started after the revolutions of 1989, are complicated and disputable. The post-communist period shows the differences in economic, political and social structures, despite the similar influence of the communist system. In all countries party systems differ from the West analogic democratic structures, they just being of slight resemblance. They also differ from the systems where democratic principles have not been formed yet. Progressive economic reforms of the government have caused decline in living standards. All this influenced the processes of democracy consolidation, which have not taken place in many countries.

To our mind, the study of the preconditions for democracy

fields of employment, increased government regulation to improve the situation, but the question of regional influence are not justified.

Formation of **the objectives of the article** caused by aforementioned unresolved problems and difficulties in defining features available rate to determine the level of employment of Odessa region specific ways to justify regulation of the labor market in the region.

Account of main material of research with complete argumentation of scientific results.

The state of the labor market in the Odessa region, as well as in Ukraine as a whole, under current conditions is determined by the overall state of the economy, namely: recession, structural regression, ownership changes, situation in any investment area. Consequently, the demand for labor is also in crisis because simultaneous stimulation of labor demand and reduce its supply is typical for the economy in current conditions.

Information about the level of acceptance and disposal of workers for certain types of economic activity in 2014, which characterizes the demand for supply in the labor market, is provided by The Department of Statistics in the Odessa region. The comparison of demand and supply of labor in the Odessa region in the 2011-2014 years is presented in table 1.

Table 1
Supply and demand of labor in the Odessa region in the 2011-2014 years (compiled according to data [1])

	Number of unemployed, registered by the State Employment Service, entities				The need of enterprises for workers to fill available jobs and vacancies, entities				Competition for one free working place (vacant position), entities			
	2011	2012	2013	2014	2011	2012	2013	2014	2011	2012	2013	2014
I	23507	19404	20360	16449	2514	3697	2275	2439	9	5	9	7
II	24970	20278	21349	16963	2729	3739	2596	2607	9	5	8	7
III	24389	18324	19314	14535	4397	4353	3344	3524	6	4	6	4
IV	22724	15800	16800	12401	4694	4047	3559	2738	5	4	5	5
V	20690	13938	14284		4998	4085	3381		4	3	4	
VI	17510	12585	12171		4767	3555	3194		4	4	4	
VII	15333	12132	11034		4952	3362	3291		3	4	3	
VIII	13072	12097	10225		5157	3730	3168		3	3	3	
IX	11156	12013	9758		4765	3394	3084		2	4	3	
X	9732	12318	9025		4996	3334	2833		2	4	3	
XI	12729	15893	11338		4531	2831	2514		3	6	5	
XII	16900	18545	14241		3799	2255	2209		4	8	6	

Analyzing given data, we note that the number of unemployed people who were registered by the State Employment Service in 2011 is 23,507 entities, and it is the highest level compared to all specified years; the lowest number of unemployed was appeared in 2014. The highest demand of enterprises for workers to fill available jobs and vacancies was observed in 2012, and in the next one – this figure was the lowest. It testifies to the current structural changes that may be associated with features of the legal and regulatory provisions and local regulators which were aimed at further socio-economic development.

Employment in administrative-territorial districts of the region for the period from 2011 to 2013 is given in table 2.

Table 2

Employment for 2011-2013 (calculated according to the data [1])

Administrative-territorial districts	Years					
	2011		2012		2013	
	Entities	%	Entities	%	Entities	%
Odessa Region	2372600	100	2377300	100	2385800	100
Ananivskiy	81224	3,4	85632	3,6	87377	3,7
Artsyzkiy	97521	4,1	104272	4,4	107106	4,5
Baltskyi	102421	4,3	107946	4,5	108697	4,6
Bilhorod-Dnistrovskiy	64282	2,7	67021	2,8	67376	2,8
Biliiavskiy	170827	7,2	173252	7,3	175133	7,3
Berezivskiy	69492	2,9	70061	2,9	71059	3,0
Bolhradskiy	141999	6,0	142937	6,0	143536	6,0
Velykomykhailivskiy	58421	2,5	58623	2,5	59065	2,5
Ivanivskiy	30275	1,3	31101	1,3	31215	1,3
Izmailskiy	113045	4,8	113325	4,8	113532	4,8
Kiliiskiy	100052	4,2	100147	4,2	100275	4,2
Kodymskiy	4742	0,2	74967	3,1	75853	3,2
Kominternivskiy	11629	0,5	11778	0,5	11827	0,5
Kotovskiy	115499	4,9	116031	4,9	116279	4,9
Krasnooknianskiy	49996	2,1	50109	2,1	50241	2,1
Liubashivskiy	70958	3,0	71038	3,0	72135	3,0
Mykolaivskiy	25298	1,1	25327	1,1	25472	1,1
Ovidiopolskiy	97124	4,1	97246	4,1	97305	4,1
Rozdilnianskiy	58628	2,5	58821	2,5	58947	2,5
Reniiskiy	62194	2,6	62321	2,6	63547	2,7
Savranskiy	43054	1,8	43268	1,8	44837	1,9
Saratskiy	104628	4,4	104898	4,4	105022	4,4
Tarutynskiy	95674	4,0	95922	4,0	96000	4,0
Tatarbunarskiy	46541	2,0	47232	2,0	48312	2,0
Frunzivskiy	26372	1,1	26527	1,1	26693	1,1
Shyriavskiy	64032	2,7	64616	2,7	65094	2,7

catastrophic.

The CEE citizens rapidly understood that they should not rely on the West's help. The Hungarian ambassador to Romania declared that any country could remain democratic if its GDP is more than \$6000 per capita. He highlighted that Hungary could rapidly become democratic, whereas Romania would stay in its transitional period for a long time. Those words were confirmed by A. Przeworski, who concluded that the democratic system “with more than \$6000 per capita must stay alive”. His evidence is allayed by H. Linz's thesis, who mentions that the parliamentary systems even in poor nations are more probably to survive, than the presidential systems.

At the same time the changes of transitional character, which depict the context of the political system, are possible here. Taking into an account the indicator of the GDP per capita at the beginning of transformation, we can see that only the Czech Republic (\$7424), Slovenia (\$6540) and Hungary (\$5330) had prospects of quick consolidation. Bulgaria (\$5113) and Poland (4086) were in tolerance limits. The GDP of other countries was less than \$3000. But if one compares these indices with analogic ones of the consolidated democracies of the third wave, then it can be seen that the GDP per capita in Spain was \$4159, in Greece it was \$3224, in Portugal it was \$2397. The calculations were made by A. Przeworski, who had previously been against the generalization of modernization theories and dependence of democracy on economics, as they had not been corroborated in Spain. This approach can be correct, but only because it was applied to “all countries without exceptions”. S. Huntington's thesis that democracy can exist only in the place where there is the USA's influence or legacy of European colonialism, appears to be no less than problematic, though the political factors of international influence are taken into consideration.

Let's consider another condition for democracy consolidation, namely “bureaucracy's loyalty”. This factor has wide tendencies. The post-fascist countries “cleared” their bureaucracy just a little. Their loyalty was not checked, except for the Spanish attempt of coup in 1981. In Italy from time to time there was a great deal of talk about exposing the pro-fascist conspiracies among the high elite circles, but though there were no loyalty checks in the country. Only in Hungary 80% of elite was changed.

Student movements in many countries in the 60s of the 20th century stood up for disclosure of former elites' suppression. In literature these questions are rarely raised, with the exception of S. Huntington, who implored

were of crucial importance in this process, as the EU, despite the political rhetoric put economic cooperation in the first place.

Political scientists' discussions concerning the criteria and conditions for consolidation. Analyzing consolidation, minimalists usually use formal criteria consisting of seven indicators of polyarchy proposed by R. Dahl, which are determined by the rules of law and institutions; and G. O'Donnell's approaches. Maximalists, in their turn, believe democracy to be more than a political regime and to combine several spheres, namely free and life-giving society, the availability of civil society, bureaucracy which would be loyal to democracy and institutionalized economic society. Sticking to this theory, it should be mentioned that most of eastern European political transformational regimes do not correspond to the consolidation criteria. At the same time, in scientific publications concerning modernization there is a fixed threshold for successful democratization due to the execution of a number of vital preconditions, which are necessary for democratization attempts to succeed. Most of them can be used for analysis, a phase of democratization and a phase of consolidation.

The first quite spread precondition is the effectively functioning market economy with minimal prosperity. It (the precondition) was introduced in 1990 by J. Linz and A. Stepan as a notion of "economic society". In this respect the post-communist societies look even more injured than the post-fascist ones. Fascism created economy under the aegis of the state, but it did not make encroachments on private property. Spain, with its powerful authoritarian tendencies in the time of fascism, at the end of Franco's governing came to an open economy. But other forms of state property and interference are known. They coexisted with democracy until the state interference led to the economic stagnation and democracy oppression.

At the beginning of the 90s of the 20th century, researches were seized by the east European changes. F. Schmitter and others refuted economically determined "teaching about the preconditions". Cause and effect relationship acquired reversed character: democracy appeared to be stylized to the precondition of the successful market economy, and as the assumption was not absolutely convincing, it was strengthened by the structures of the international support: only democratic regimes have an outlook for receiving western help and joining the EU and NATO. But it was quickly clarified that there was no Marshall plan for CEE and actual aid was rather modest. K. von Beyme believes that perceptual pattern of international help within CEE is just

Analyzing the table 2 it is expedient to note that employment in the whole region began to increase from 2011 to 2013. The lowest percentage of employment is observed in 2011 in the districts that remote from the regional center: Kodymskyi, Kominternivskyi, Mykolaivskyi and Frunzivskyi districts. The presence in the list of Kominternivskyi district which is bordering on the Odessa Agglomeration, due to a large number of working-age population that is not officially employed. In 2012, the lowest rate was found once again in the Mykolaivskyi and Frunzivskyi districts and in the following 2013 – Kominternivskyi, Mykolaivskyi and Frunzivskyi.

Based on analysis of component indicators that most significantly affect the functioning of the labor market, it is advisable to identify promising economic activities in terms of region interests that cause a competitiveness in the domestic and foreign markets and the labor force. At the same time the creation of jobs in a functional context should be directed to:

- providing full and effective employment in promising sectors by attracting investments;
- application of temporary employment through active support seasonal work;
- increasing employment by maintaining existing workplaces and preventing their elimination in the restructuring of enterprises;
- employment growth by improving accounting personnel engaged in all kinds of economic activities and enterprises of all forms of ownership;
- output share of workers from "informal" employment;
- increasing employment by improving work organization and implementation of bahatozminnoho schedule of labor in the enterprises.

To address these issues we analyzed the methodology for determining the level of unemployment, the main elements of which are assigned to determine the coefficient of variation of the employed population (Kzn), employment stability (Kzs) and labor turnover (Kob) by economic activity [3, p. 238]. Each of the coefficients is determined by the number of points obtained in a separate kind of economic activity to create new workplaces and provided by positive dynamics of changes of employment and for the stability of the structure of the employed population (Bzn and Bzs). Another way is to determine the annual number of new jobs, with consideration of the points in a separate kind of economic

activity (N.b.z.n.i, N.b.z.s.i and N.b.ob.i). This method allows to calculate the creation of jobs in the region and identify ways for its implementation.

The detailed study of economic activity and individual administrative-territorial units was conducted for the Odessa region on the chosen method. Thus, the results of calculations of necessary coefficients formed the basis of scoring positive dynamics of employment and stability in the structure of the employed population in the region and allowed to identify promising directions of its development.

Thorough analysis of the parameters that characterize the trends in the labor market was conducted in order to create workplaces. This analysis allowed to take into account all the elements that should minimize the coming years unjustified spending to create jobs and to determine ranking and attractiveness in terms of the dynamics of change in recent years. Input data for calculation of coefficients used in determining the rating assessment attractiveness economic activities were based on the following economic activities: industry; agriculture, hunting, forestry and fishing; construction; wholesale and retail, trade of vehicles, repair services; transport and communications; financial activities; real estate, leasing, hiring and services to legal entities; governance; education; healthcare and social assistance; community, social and personal services. Scoring and determining the number of new jobs based on the dynamics of changes in employment in the labor market are presented in table 3.

Table 3
Determination of the number of new jobs based on the dynamics of changes in employment in the labor market (compiled according to data [2])

Economic activity	Calculated coefficients						
	Kzn	Kzn	Kzs	Kzs	Kob		
	+1	-1	+1	-1	2009	2010	2011
1	2	3	4	5	6	7	8
Total for region's economy	17,94	15,94	1276,6	-1274,6	49351	50416,3	48329,6
Agriculture, hunting, forestry and fishing	2,08	0,08	70,87	-69,87	5007,3	6089,3	7255,6
Industry	2,46	0,46	193,213	-189,987	6350,0	6415,0	5575,0
Construction	1,9	-0,1	51,976	-51,224	2239,6	2024,3	2019,0
Wholesale and retail trade, trade of vehicles, repair services	2,16	0,16	141,106	-138,89	11588,0	9663,0	8309,0

the CSSR dominated the proportional system, as the old communist elite was to capitulate and new leaders of transformation had already achieved the victory at the previous elections. The differentiated threshold as an electoral barrier against the fragmentation of the party system was established both in the Czech Republic and in Hungary. In the Czech Republic remained the same rules as in the CSSR (national barrier equaled 5%), and they were modified for the electoral blocks (block of two parties equaled 7%, block of three parties equaled 9%). In 1990 in Hungary the national barrier was 4%, and in 1994 it was raised up to 5% (for electoral blocks of two parties it was 10 %, for blocks of three parties it was 15 %).

Political institutions as the component of the democracy consolidation phase. On the whole the creation of institutions is considered to be a part of the democracy consolidation phase. But a number of researchers and W. Merkel in particular determine the institutionalization of democracy as an element of the second transitional phase. The postulate offered by S. Huntington which is vital for democracy consolidation says that holding of two free elections or carrying out the double change of power in accordance with the constitution cannot be considered as a satisfactory result nowadays. The examples from the political history of Europe refute it. Thus, the change of the government in the FRG took place only in two decades. So, it means, that up to that time, according to Huntington, German postwar democracy cannot be considered as a consolidated one. Another example is consolidated democracy in Italy, where there was no change of actual power until 1994. Apparently, that after the successful consolidation of democracy, the researchers of the transformational process can discover a new sphere of analysis, which at first sight sounds a bit strange, but correct, namely the change from “democracy to democracy”.

The post-communist societies of CEE worked out a great number of mixed forms of the legal state and various types of anomalies. Thus, the change of the government took place in Albania, but the elections, next after the constituent ones, were considered by the opposition as unfair. A unique event happened in Slovakia, when the government of the former communists fell from power at the elections, but came to it at the next elections. So, there was a change of the governments in the countries, but no one considers these states to be consolidated democracies. Albania is not in the focus of European politics yet due to its peripheral location. And Slovakia took great efforts and together with the Czech Republic became the member of the EU. The economic indices

latter at the end of 1993. In Slovakia the conflict between V. Meciar and M. Kovac to the less degree was determined by the formal powers, than by simple authoritative resources, and this rather negatively influenced the development of democratic institutions. Apparently, because of this P. Shaki, deputy minister for civil rights and ethnic minorities' rights, who in 1998 replaced V. Meciar's government, stated after the elections that "today we deal with the government formation, and tomorrow we will start changing the regime".

The choice of the form of the government has influence on the structure of the party system. The more presidential traits had the constitutional order in the country, the highest level of polarity it had. At the same time only the combination of some institutions had strong influence upon the party system. In particular, the general direct presidential elections with the majority electoral system (or with the system that leads to majority creation) had structured influence on the party system. As a rule it is influenced by other institutional factors like: the division of branches of government between federal and regional bodies or the constitutional court's prerogative as a guarantor for the established order in the system of government.

M. Duverger, G. Sartori and A. Lijphart consider the electoral system to be the most powerful factor that determines the party system. In this respect the experience of the old regimes was crucial for the choice of the electoral system institutions. At the constituent assembly in 1990 in all CEE countries, the system of absolute majority dominated (this did not use to be the case during the 2nd (1945) and the 3rd (1947) waves of democratization in Europe). Up to 1995 the system of absolute majority functioned in three countries (Belarus, Macedonia, Ukraine), where the change of authority did not take place. In four countries (Albania, Lithuania, Russia, Croatia) mixed and uncoordinated electoral system was used as a transitional variant on the way towards the system of proportional representation. Partly new elites (Latvia, Lithuania, Moldova, Croatia), and partly old elites (Albania, Yugoslavia) abolished the system of majority, immediately as it stopped serving their strategic plans of winning the elections. The strategies of saving the electoral systems of majority sometimes led old elites to loss of power instead of its retention.

Western Europe gained this experience during Gaullism period in France, and in Eastern Europe it was convincingly confirmed – the system of absolute majority, as showed the example of Ukraine, Belarus and Macedonia, did not contribute to the modern party systems. At the constituent assembly in

1	2	3	4	5	6	7	8
Transport and communications	5,01	3,01	174,256	-172344	5055,3	5947,0	5890,0
Financial activities	0	-2	12,11	-11,89	1552,6	2208,3	1702,3
Real estate, leasing, hiring and services to legal entities	2,14	0,14	110,47	-108,73	3856,6	3663,6	4426
Governance	3,44	1,44	193,74	-190,86	2213,3	2052,6	2070,3
Education	2,38	0,38	80,10	-79,1	4541,3	5297,6	4675,3
Healthcare and social assistance	3,13	1,13	186,46	-183,54	3648,3	4161,6	3398
Community, social and personal services	1,41	0,59	37,89	-37,31	704,3	645,6	704,6

By calculated coefficient of change of employed persons per +1, the highest rates are observed in transport and communications – 5,01; in second place is governance, which reaches 3,44; on the third one – health care and social assistance (3,13). Zero rate is typical for financial activities. Stability of employment acquires highest level in governance – 193,74 and the lowest one – in the collective, social and personal services (37,89). The coefficient of labor turnover in 2009 amounted in wholesale and retail trade, trade of vehicles, repair services – 11588; industry – 6350. In 2010 the highest is also trade and repair services – 9663. If they compare, in 2010 the workforce was fewer on 1925 people. In 2011 most of the labor force was also in these activities, and on the second place – agriculture (7255,6). Results folding scoring are indicated in table 4.

Analyzing the positive trend in scores in 2009 +1, the highest point is in government, which reaches 588,6; lowest score is in real estate, leasing, hiring and services to legal entities. In 2010 the highest point is in the construction (892,9); the lowest one is in health care and social assistance (15,213). In 2011 the highest one is in the wholesale and retail trade, trade of vehicles, repair services (801,76); and the lowest one is in transport and communications – 5,64.

Table 4
Scoring positive dynamics of employment and stability in the structure of the employed population in the region (compiled according to data [2])

Economic activity	Bzn						Bzs		
	2009		2010		2011		2009	2010	2011
	+1	-1	+1	-1	+1	-1			
Agriculture, hunting, forestry and fishing	176	-160	156	-140	23	-18	-33,98	-67,78	-7054
Industry	172	-80	175	-83	153	-54,7	-144,5	146,8	-1906
Construction	236	-156	892,9	-891,9	58,65	-58,67	-21,06	-930,6	-636,2
Wholesale and retail trade, trade of vehicles, repair services	211	-43	740,5	-740,1	801,8	-801,4	-103,57	-828,9	-939,6
Transport and communications	435	-167	68,60	-67,99	5,64	-3,7	-38,94	-755,6	-173,9
Financial activities	301,4	-305,4	34,7	-37,70	19,4	19,3	-313,7	-45,00	206,0
Real estate, leasing, hiring and services to legal entities	76,13	-77,226	225	-227	80,04	80,01	-842,0	-79,71	-907,9
Governance	588,6	-618,6	77,58	-77,25	70,27	-69,98	-172,3	-90,34	-89,16
Education	370,6	-363,2	318,1	-316,62	122,98	-132,2	-68,30	-35,47	-20,20
Healthcare and social assistance	238,3	-215,7	15,21	-14,98	507,3	-484,7	-9,130	-29,03	-13,54
Community, social and personal services	134,11	133,29	133,4	-135,59	98,1	-109,9	-154,7	-160,00	-460,0

Determination of the number of workers by main economic activities in the region is indicated in table 5.

Table 5
Determination of the number new workplaces (compiled according to data [2])

Economic activity	Number according to the dynamics of employment (N.b.z.n.i.), th. w.p.	Number according to employment structure (N.b.z.s.i.), th. w.p.	Number according to motion dynamics (N.b.ob.i.), th. w.p.
1	2	3	4
Agriculture, hunting, forestry and fishing	-181,28	-319,8	-512,72
Industry	-749,92	-775,25	-879,75
Construction	-153,4	-106,1	-90,907
Wholesale and retail trade, trade of vehicles, repair services	641,44	201,12	226,2

In the countries where the old collective government was gradually supplanted by the sole head of the country, the presidential systems have been formed, especially in case of charismatic leader. In Poland it was revealed through numerous conflicts even under the pact variant of changes. The peculiarity of Poland showed itself through the leading role of the President, during the rule of V. Yaruzelskii. In some countries after the transitional non-presidential period, as in Belarus, a poorly masked form of presidential dictatorship has been formed. In countries with a mixed form of the presidential and parliamentary systems, the division of branches of government according to the constitutions is nearly absent. For instance, in Russia the form of government was rather parliamentary, than it had been seen under president B. Yeltsyn. To our mind, any president can shift the balance in his/her favour, due to the fact that parties do not play any important role in the country. Charismatic leaders actively use the mixed system of government to strengthen their power. Thus, in Romania and Bulgaria (till 1991), when the transformation was started by the communist high-ranking functionaries, and the representatives of the old regime cadre became presidents, there was no need in the charismatic leader.

The best way out for the CSSR, where, as a result of the former regime failure, a new group of civilian forces came to power, was the parliamentary system, as it lowers the concentration of the previous authority, who acted during the preceding regime. The researchers who study the consolidation of democracy diverge as to the question whether it was the parliamentary system in Czech and Hungary that brought them success and due to which they became the most consolidated democracies in CEE, or these countries chose the parliamentary system because of the powerful positions occupied by the democratic elites. Though there are some contradictions as to the first postulate. The example of Slovakia, which, being without Czechoslovakia, would have chosen the presidential system, shows that the parliamentary system does not protect from the president's ambitions as it was in the case of V. Meciar.

T. Baylis believes, that during the first years of the system change, the crucial negative role in nearly all eastern European countries was played by the conflicts between the president and the prime minister. Even in purely parliamentary systems one could observe such phenomena and the destructive potential of these conflicts was not always lower than in semi-presidential systems. The conflict between president A. Goncz and prime-minister P. Antall could have damaged Hungarian democracy even more, but for the death of the

sacrifice of the centre in favor of regions, was not ignored by the community. The desires and hopes of European integration, contributed to the fact that Slovakia became more focused on secession, than earlier. K. von Beyme states, that the unification of “hereditary statehood and ethnical consciousness” is a crucial factor of the organizing force of nationalism. In some countries from Poland to Croatia, the ethnical minorities in the period of democratization had at least minimal parliamentary representation. And in other countries, as it is highlighted by V. I. Burdiak, the minorities are concentrated in some territories, in particular the Hungarians in Romania, have distanced themselves from politics, not to excite Romanian nationalism. The scholar mentions the same about the Hungarians in Slovakia, who mainly take a critical view of the political system of the Slovak Republic. Only in Bulgaria the ethnical Turks’ party, the Movement for Rights and Freedoms, managed to attain the position of an indispensable partner in coalition formation, as the small amount of parties is elected to the parliament and the choice of possible coalition alternatives is limited.

National construction in former federations (the CSSR, the USSR, Yugoslavia) is carrying on, and that is why it is worth approaching the implementation of borrowed forms of democracy rather carefully, as its institutions cannot be adapted in every country. It is necessary to consider such factor of the theory of transformation as the possibility of war between democracies. Countries in other regions of the world demonstrate greater inclination to war, than “mature democracies” or stable autocracies. In places, where governments are “partly liberal” and delegate’s democracies of charismatic presidents have not implemented the norms of the “world union”, it is not enough for consolidation of democracy just to ascertain that in the political system there is no alternative of democratic rules of the game.

Studying the second institutional aspect of transitional societies, namely the choice of government system (presidential, parliamentary or mixed) conducted by the CEE countries, it should be mentioned that the direct spreading of western institutions played the secondary role. Its choice chiefly depended upon the course of transformation. Thus, taking into consideration the pact variant in Hungary, where the balance allowed some minor steps in the constitutional process, it led neither to the presidential and parliamentary system, nor to the weaker variant of the premier and presidential system, where Croatia, Lithuania, Poland and even Romania can be referred, taking into account that the division of branches of government was rather formal here.

1	2	3	4
Transport and communications	-51,765	-15,21	-29,328
Financial activities	-11151,8	-10757	-6984
Real estate, leasing, hiring and services to legal entities	-163,9	-537,75	263,44
Governance	-1371,38	3049,05	1679,8
Education	-374,3	372,15	-293,22
Healthcare and social assistance	-8149,86	6450,12	-2815,1
Community, social and personal services	9655,92	1080,6	-1108,53

Calculating the number of workplaces estimated that in the Odessa region a positive integer into account the dynamics of employment appeared in wholesale and retail, trade of vehicles, repair services, and collective, social and personal services. By calculation based the number of employment positive trend has governance, education, health care and collective, social and personal services. By calculation based number of positive dynamics of dynamics is in wholesale and retail, trade of vehicles, repair services, real estate, leasing, hiring and services to legal entities and governance. Thus, the complex mechanism of program documents to create new workplaces in the region should be spent, taking into account the organizational and methodological component that will eliminate the negative effects that can be accumulated in a separate region of the labor market in the previous period. The optimistic estimate highest score in 2009. Inherent governance, which reaches 588,6; and the lowest score – real estate, leasing, hiring and services to legal entities; in 2010 – the highest score was in construction (892,9), and the lowest – in health care and social assistance (15,213); in 2011 – the highest was in the wholesale and retail, trade of vehicles, repair services (801,76), and the lowest one – in transport and communication (5,64). Determination of the number of new workplaces showed the need for them in the form of taking into account the dynamics of employment in wholesale and retail, trade of vehicles, repair services and collective, social and personal services. Option for determining the number of new workplaces based of employment – in governance, education, healthcare and social assistance, as well as collective, social and personal services.

For definition of unemployment were calculated employment of administrative-territorial districts of Odessa region. Analysis of the calculations show that the largest employment appeared in Biliaivskiy district and it reaches 170,827 entities, and the least busy people turned out in Kodymskiy (4742 people). Analysis of the calculations on the chosen method of proving the need for job creation in rural areas. Thus, the most points on the positive dynamics obtained Artsyzkiy, Baltskiy and Ananivskiy districts; the lowest ones is in Odessa, Mykolaiivskiy, Ovidiopolskiy and Kominternivskiy districts. For stability in the structure of employment most points received Mykolaiivskiy, Frunzivskiy and Ivanivskiy districts, and the lowest – Odessa, Biliaivskiy and Bolhradskiy districts. It demonstrates the need for radical changes in the system of people with jobs and the need to adjust the level of unemployment in remote districts from the the regional center. From this point of view it is not only to create new workplaces, but also about the "restoration" of operating and improving control over the more efficient use of labor. Such measures stemming from financial support and strengthening of regulatory and organizational functions of executive power.

The conclusions of the following issues and recommendations for further research in the submitted direction.

Conducted researches suggest the following conclusions. Therefore, if you talk about approaches, which should be based employment policy in the region, they must ensure the following tasks: to raise the level of economic activity of the population; reduce unemployment by creating the conditions for small and medium businesses; creating conditions for improving the quality of the employees; expansion of the use of hired labor; building environment for youth employment and other "problematic" sectors of the population in the labor market; improve the efficiency of work and improve working conditions for existing plants. In order to reduce the unemployment rate in the Odessa region, it is necessary to develop and adopt a special program of overcoming the negative effects of the economy together with employers and trade unions. It should encourage the development of small and medium businesses, by reducing the tax burden, simplification of business registration. With the advent of new businesses appear and new jobs. Research is also needed on the labor market relevance of various disciplines and retraining of staff in accordance with it, the use of new methods of fighting unemployment, such as public works.

most important institutions (multi-party system, free and democratic elections, parliament, president, division of branches of government), and especially with the adoption of the Constitution. But after the establishment of the basic institutions in CEE, the electoral systems were often viewed as auxiliary and disposed to the necessary changes for achieving the goals of the leading groups.

Having defined the aim of the paper as the study of democracy consolidation in CEE by the analysis of the transitional post-communist societies, let's focus our attention on the phase of democratization. It should be mentioned, that even a short phase of democratization (before the adoption of the constitution) allows marking out three institutional aspects, which played an important role for transitional societies. These are strengthening of the national borders, choosing the form of the government and the electoral system. In general, these institutional changes became crucial factors in democratization development of the post-communist societies, so let's examine each of them.

Institutional aspects of transitional societies. Analyzing the first institutional aspect of transitional societies, namely strengthening of the national borders, it should mentioned that another wave of democratization started in 1989 and differed from the previous ones by escalation of the nationalistic problems and tendencies to irredentism. In the 1990s only 5 out of 19 CEE countries had the same borders as the previous national states (Albania, Bulgaria, Poland, Romania, and Hungary). Other countries are unconsolidated products of disintegration of three federations (the USSR, Czechoslovakia, and Yugoslavia). At first among three federations only Czechoslovakia the least resembled the country, which could be disintegrated. The scenario of its disintegration was discussed involuntarily. During the conflict period of disintegration Czechoslovakia could have used the Belgian example of federation formation. The subcultural isolation of two national groups in Czechoslovakia was considerably less, than it was in Belgium between Flemings and Walloon. But the readiness to divide the rich parts of the country was implemented too. The maintenance of federation in Czechoslovakia failed due to the lack of cooperation between the elites at level of general institutions and inability to create the general Czechoslovakian party system. Unlike poorer Montenegro in former Yugoslavia, Slovakia, being less socially and economically developed, did not demonstrate "federal devotion", which could have ensured state and territorial integration of Czechoslovakia.

The intellectual community of all CEE federations condemned "imperialism" of the centre, but "social imperialism", which presupposed the

развития демократизации посткоммунистических обществ.

Ключевые слова: консолидация, демократизация, страны ЦВЕ, три фазы третьей волны демократизации, переходные посткоммунистические общества, модернизация

Introduction. In modern theories of society democratization researchers clearly single out two conflicting concepts. The radical concept perceives aim in democracy; the essential concept considers existing democracies as the way which will lead the countries to democracy only when they create the minimal criteria for a legal state. In the radical concept the reality is believed to be only “democratization”, thus the authors insist on the subsequent development of consolidated democracy. The moderate approach to the democratic theory considers consolidation of democracy as a sufficient precondition for the following stable development.

The development of democratic process in the Central and Eastern European countries (CEE) introduced new elements in the theoretical researches. The elements of the civil “non-state” or even “anti-state” democratization took the leading places in the political elites’, authoritative functionaries’ and researchers’ discussions during the system change. Though, the theory of the civil society, as K. von Beyme believes, appears to be rather ideology-driven and remote from life, but it had great influence on the people’s attitude towards the mediate institutions, such as interest groups and parties, and contributed to the fact that during the transformational process in the CEE countries after 1989 they played another role than during the previous waves of democratization, which ended with the system change.

Three phases of the third democratization wave (liberalization, democratization itself and consolidation) mentioned by S. Huntington in 1991 are difficult to be applied to the CEE countries. Therefore, in Czechoslovakia and the GDR, where the collapse of the real socialism took place, the liberalization phase was missed. The same could be seen in Bulgaria, Romania, Albania, Yugoslavia, i.e. in those countries where the heredity of the partly changed communist ruling party was kept. In those two types of transformation the powerful opposition was absent. Besides, the ruling parties in the CEE countries weakened it by manipulating the elections results, introducing a low barrier for new party registration and adhering to the “divide and rule” policy.

The retrospective analysis shows that the democratization phase looks rather compressed. Implicitly, it is believed to be ended with the creation of the

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Boiko Olga

CURRENT SITUATION AND DEVELOPMENT PROBLEMS OF OIL AND FAT PRODUCTION IN UKRAINE

The article analyzes the current state, trends and problems of the oil and fat industry enterprises of Ukraine. The development of these enterprises, the optimal use of significant processing capacities and retention of leading status of Ukraine in the oil’s export require solutions to improve production efficiency. Achieve this goal is possible by improving organizational and economic conditions and the conducting the

modernization of enterprises. Also provides information about the processing of oil crops and production volume of Ukrainian oil and fat enterprises. Determined market share of major oil producers. Identified tendencies of development and capacity utilization, more than half of which is accounted for large industrial groups, and also the characteristic features in the activity of the enterprises in a highly competitive. Considered the state of the material and technical base of the enterprises of oil industry rate of renewal and depreciation of fixed assets.

Keywords: oil and fat industry, production capacity, production volume, production structure.

Бойко Ольга

СУЧАСНИЙ СТАН ТА ПРОБЛЕМИ РОЗВИТКУ ОЛІЙНО-ЖИРОВОГО ВИРОБНИЦТВА В УКРАЇНІ

У статті проведено аналіз сучасного стану, тенденцій та проблем, які притаманні підприємствам олійно-жирової промисловості України. Розвиток даних підприємств, оптимальне використання значних переробних потужностей та утримання лідируючого статусу України по експорту олії потребують вирішення проблеми підвищення ефективності виробництва. Досягнути цього можливо лише покращенням організаційно-економічних умов та проведенням модернізації підприємств. Також приведено відомості про переробку олійних культур та обсягам продукції, яка вироблена олійно-жировими підприємствами України. Визначена доля на ринку провідних виробників олії. Виявлені тенденції розвитку та використання виробничих потужностей, більша половина який припадає на великі промислові групи, а також характерні особливості в діяльності підприємств в умовах жорсткої конкуренції. Розглянуто стан матеріально-технічної бази підприємств олійно-жирової промисловості, темпи оновлення та знос основних засобів.

Ключові слова: олійно-жирова промисловість, виробнича потужність, обсяг виробництва, структура виробництва.

Бойко Ольга

СОВРЕМЕННОЕ СОСТОЯНИЕ И ПРОБЛЕМЫ РАЗВИТИЯ МАСЛО-ЖИРОВОГО ПРОИЗВОДСТВА В УКРАИНЕ

В статье проведен анализ современного состояния, тенденций и проблем, которые присущи предприятиям масло-жировой

societies and focuses on the very phase of democratization. Three institutional aspects, which played an important role in transitional societies, have been described. These are strengthening of the national borders, choosing the form of the government and electoral system. The author presupposes that as a whole these institutional changes became the crucial factors in the development of democratization in the post-communist societies.

Keywords: Consolidation, democratization, Central and Eastern European countries, three phases of the third wave of democratization, transitional post-communist societies, modernization

Федорчак Тетяна

ДЕМОКРАТИЗАЦІЯ І КОНСОЛІДАЦІЯ ПОЛІТИЧНИХ РЕЖИМІВ У НОВИХ ДЕРЖАВАХ ЦСЄ

Автор даної статті досліджує консолідацію демократії в країнах ЦСЄ в контексті аналізу перехідних посткомуністичних суспільств і зосереджує увагу саме на цій фазі демократизації. Виділено три інституціональних аспекти, які відіграли важливе значення для перехідних суспільств. Це – зміцнення кордонів національних держав, вибір форми правління та вибір виборчої системи. У сукупності, на думку автора, ці інституціональні змінні стали визначальними факторами розвитку демократизації посткомуністичних суспільств.

Ключові слова: консолідація, демократизація, країни ЦСЄ, три фази третьої хвилі демократизації, перехідні посткомуністичні суспільства, модернізація

Федорчак Татьяна

ДЕМОКРАТИЗАЦИЯ И КОНСОЛИДАЦИЯ ПОЛИТИЧЕСКИХ РЕЖИМОВ В НОВЫХ ГОСУДАРСТВАХ ЦВЕ

Автор данной статьи исследует консолидацию демократии в странах ЦВЕ в контексте анализа переходных посткоммунистических обществ и сосредоточивает внимание именно на этой фазе демократизации. Выделены три институциональных аспекта, которые сыграли важную роль для переходных обществ. Это – укрепление границ национальных государств, выбор формы правления и выбор избирательной системы. В совокупности, по мнению автора, эти институциональные переменные стали определяющими факторами

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Fedorchak Tetiana

DEMOCRATIZATION AND CONSOLIDATION OF POLITICAL REGIMES IN NEW CEE COUNTRIES

The author of the paper studies consolidation of democracy in the CEE countries in the context of analysis of the transitional post-communist

промышленности Украины. Развитие данных предприятий, оптимальное использование значительных перерабатывающих мощностей и удержание лидирующего статуса Украины по экспорту масла требуют решения проблемы повышения эффективности производства. Достичь этого возможно только улучшением организационно-экономических условий и проведением модернизации предприятий. Также приведены сведения по переработке масличных культур и объемам произведенной продукции масло-жировыми предприятиями Украины. Определена доля на рынке основных производителей масел. Выявлены тенденции развития и использования производственных мощностей, большая половина которых приходится на крупные промышленные группы, а также характерные особенности в деятельности предприятий в условиях жесткой конкуренции. Рассмотрено состояние материально-технической базы предприятий масло-жировой промышленности темпы обновления и износ основных средств.

Ключевые слова: масло-жировая промышленность, производственная мощность, объем производства, структура производства.

Formulation of the problem in general terms. Economically developed formed and essential part of Ukrainian manufacturing industry is oil and fat branch, the modern structure of which is formed by the enterprises (factories, plants, companies) specialized in processing oilseeds (sunflower, rape, soybean) and the production of oil and fat products.

The development of oil and fat industry enterprises and optimal use of significant processing capacities require solving the problem of increasing production efficiency, their stable and maximum load as this will determine the efficiency of using the existing resources and equipment. Therefore there is a need for a thorough analysis and generalization of the current trends of functioning of the enterprises which form the oil and fat industry of Ukraine.

Analysis of recent research and publications. An important contribution to the study of the problems of operation and maintenance of oil and fat enterprises was made by such scholars as L.V. Babenko, I.V. Dragan, A.M. Ivanytska, A.V. Karpenko, M.H. Koretsky, D.I. Nikitchyn, A.A. Poberezhna, E.A. Shcherbak, O.M. Shpychak, V.V. Yurchyshyn and others.

Highlighting previously unsolved aspects of general problem. Nevertheless, the issue of developing, increasing the efficiency of oil and fat industry enterprises operation in the current environment and preventing the loss of Ukraine's leading status in sunflower oil export in the world need further investigation.

Formulation of objectives. The purpose of this article is to analyze the trends, current state and problems currently inherent to the companies of oil and fat industry.

Basic material. Oil and fat industry is the most attractive sector of processing industries of Ukraine. The increasing demand for vegetable oils in the world market encourages active expanding the domestic refining capacity. Over the past 15 years there have been built 20 plants producing oil and oil and fat products. There was invested more than 1 billion US dollars into the development of enterprises. But it was not always like that. In the mid 90's domestic oil and fat industry was quite fragmented. In this market, there were many plants with obsolete technological equipment. The paradox of that time was that having enough raw materials Ukraine imported oil.

The turning point for the industry was 1999, when export duty was established for exporting sunflower seeds from Ukraine at the rate of 23%. This was a favorable condition for the development of Ukrainian oil and fat industry. During the period of 1998-2012 the capacities for processing oilseed by Ukrainian companies increased from 2.5 million tons to 12.8 million tons and there has been growth of major oil and fat products manufacturing.

According to the State Statistics Service about 1200 entities are involved in processing oilseeds in Ukraine. However, about 92% of oil is produced by 26 plants of high capacity (oil extraction with the capacity more than 1000 tons per day), which have 27 extraction lines with the total production capacity of 35535 tons/day and more than 50 companies of low capacity (press ones with production capacity from 50 to 1000 tons per day) with the total production capacity of 6987 tons/day [1].

As seen from Table 1, according to the results of 2013 the average capacity of the oilseeds processing enterprises in Ukraine amounted to 13319.6 thousand tons, which is 2.25 times more than in 2008.

Thus the average annual production capacity of extraction plants during this period increased by 2.01 times and amounted to 11139.5

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bribery. Kateryna Odarchenko – one of Ukrainian politic technologists pointed, that these processes are caused by the «misunderstanding» of terms and concepts – mainly journalists are to blame. The role indeed is much more essential than the simple Ukrainian practice – distribution of food packages and hanging outdoor advertising [13].

Top professionals of political marketing in Ukraine are very rare. Here there are some such as political consultant V. Zolotarev, D. Vydrin. Next part of market – there are organizations that provide services of Social engineering (political marketing, PR, etc.) – the leading agency is Gaydai.com, Bogush Communication and SIC Group. This form of organization is more effective because it allows the resources to conduct a majority candidate and party structures. Teamwork experts – political consultants, «field»-managers, sociologists, advertisers – this complex gives a broader view of strategies and tactics.

In fact, the demand for greater political marketing consultants really exists among a new generation of politicians and the majority candidates. An MP that has not for the first time got the position or he had position of head party organizations for long time do not tend to turn to external specialists.

Conclusion. The study of basic stages in the development of political marketing as theory and practice of modern political process in a democratic society testifies to the leading role of the Western, especially American, scholars. At the moment, clearly separate the two directions of development of political marketing - theoretical and practical one.

Analysis of Ukrainian reality shows that political marketing is the actual subject of the theoretical analysis of Ukrainian scientists, especially young people. Political practice has experience in the use of technology in the practice of political marketing campaign, shaping the image of political leaders and the state as a whole, although in the opinion of experts, the market of political consulting in Ukraine is not very developed, and the population of political marketing is perceived negatively.

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thousand tons, while that of pressing plants - by 6.44 times and reached 2180.1 thousand tons. The capacities for processing oilseed by extraction plants were 10021.3 thousand tons, soybean seeds - 1118.3 thousand tons.

Table 1

Average annual production capacity of the oilseeds processing enterprises, thousand tons

Groups of plants	2008	2009	2010	2011	2012	2013
Extraction	5541,2	5805,5	7577,9	7603,1	7867,2	11139,5
Pressing	388,6	2426,0	1506,2	1896,2	1881,5	2180,1
Together	5929,8	8231,5	9084,1	9499,3	9757,7	13319,6

Compared to 2012 the average annual production capacity of oilseeds processing enterprises increased by 3561.9 thousand tons. This is due to the fact that in December 2012 two new companies started producing unrefined sunflower oil: Oil Extraction Plant OJSC "Gradoliya" with capacity of 700 tons per day and Oil-Press Factory "Vinnytska Ptahofabryka" - 500 tons per day. And with active development in 2013 of new production facilities at such enterprises as Vinnytsia Oil Extraction Plant, LLC "Oliyar", " Oil Extraction Plant Satellite ", "Delta Wilmar" and others.

The key place in the oil and fat industry is occupied by oilseeds processing. The production base of domestic enterprises allows processing different types of oilseeds, but the leader is the sunflower, whose relative share in 2013 descended and was 91.7 % (Table. 2).

Table 2

Structure of processed oilseeds in Ukraine in 2008-2013

Oilseeds type	2008		2012		2013	
	Processing volume, tons	Relative share, %	Processing volume, tons	Relative share, %	Processing volume, tons	Relative share, %
Sunflower	4042602	95,95	8419054	95,45	7612517	91,70
Soybean	95948	2,28	388401	4,40	574474	6,90
Rape	72952	1,73	1411	0,02	115075	1,39
Flax	1718	0,04	7686	0,09	384	0,01
Mustard	-	-	3467	0,04	-	-
Together	4213220	100,00	8820019	100,00	8305450	100,00

The main activity type of oil and fat production enterprises is oil production. The analysis shows the increasing amount of production volume over the last six years (Table 3), which is associated with an increase in the demand for oil both in the foreign market and the domestic one.

The data of Table. 2 and 3 show an increase of unrefined oil production during the period of 2008-2013 by 1.88 times. Recently sideline oil processing products become popular – oil meal and cake. In 2013 their production compared to 2008 increased by 2.29 times and amounted to 3566 thousand tons.

Table 3

The production volume by specialized oil-processing enterprises of Ukraine (excluding oil mills) in 2008 -2013, tons

Product type	2008	2009	2010	2011	2012	2013	2013 in % to 2008
Unrefined oil	1782008	2439253	2933560	3086441	3629106	3342115	187,55
Refined oil	527222	537294	559480	589861	593729	589154	111,75
Oil meal (cake)	1555750	2698035	2978936	3181352	3678782	3566301	229,23
Phosphatide concentrate	4395	5036	5770	7034	6683	5257	119,61
Packed oil	374971	259932	314290	336225	284749	285316	76,09

Oil and fat industry produces large amounts of margarine and different types of fats. The dynamics of their production in 2008 - 2013 is shown in Table 4 and Figure 1.

Table 4

The production volume of margarine, mayonnaise and fat mixtures in Ukraine in 2008 - 2013 tons

Product type	2008	2009	2010	2011	2012	2013
Margarine products	315262	356690	367425	364502	324789	279722
Mayonnaise and sauces	175683	162225	160552	163271	179758	173823
Hydrogenated fat	75223	104338	102520	97513	79244	78318
Spread and fat blends		69039	56670	53299	51956	49038

Characteristic feature of the activity of oil companies is the high level of competition that is due the dynamic development of the existing large companies that sell products under well-known brands, as well as the creation of new enterprises with foreign investment and significant interests vested. During the last years powerful specialized oil and fat plants are built

current research limitations in political marketing can be explained by an (implicit) focus on the narrow interpretation of political marketing theory, the wider stance frames a new research agenda for political marketing that can provide new directions and less restricted conceptual horizons. However, the dialectic of political marketing theory prescribes that both aspects of theory building need to be done in a complementary fashion, giving each other relevance and justification. This allows for the dialectic tension that will provide a rounded frame for political marketing.

In the last twenty years of Ukrainian political thought of trying to use all the achievements of Western authors, who are able to accelerate the process of democratization and good governance approval in the state. On the one hand, political scholars understand the importance of the development of political marketing as a branch of research, on the other hand real politics requires effective technologies of political control, especially in the sphere of development image of the state, leaders of political parties and movements, as well as the effective management of election campaigns.

It should be noted that these two lines of political marketing development present in Ukraine. At the level of theory of political marketing engaged V. Bebik [1-3], G. Pocheptsov [11], V. Poltorak [8-10] et al. Actively develop the theoretical aspects of the application of methods and techniques of political marketing by young scientists in the framework of the dissertation researches [4].

The contemporary Ukrainian political practice certainly has a market dimension. Create a new format Ukrainian political market is more active than the market for goods and services. On undeveloped Ukrainian market power and buyer-citizen population shows and uncertainty in their own ability to influence the political process.

Ukrainian society is the basis spread marketing techniques on the formation and adjustment of public opinion against «political goods». Ukrainian political market leads to activation forms of manipulation scenarios and use dirty tricks.

People, that already have experience in non-governmental organizations and political parties' structures, connect the usage of competent political marketing with the process of the optimized ways to achiev goals. Instead, the majority of voters in Ukraine used to associate the concept of «political marketing» with the technologies of manipulation or

wants of selected people and groups in a society» [Cited in: 4].

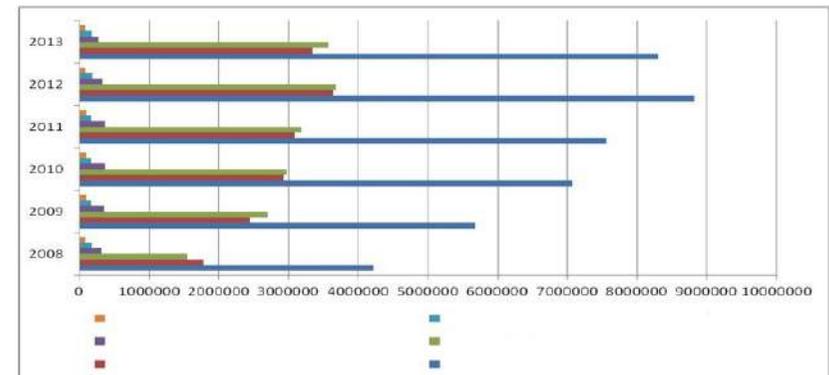
Stephan C. Henneberg points six main developments of applied applications of political marketing can be generalised for most democratic political systems in the last two decades:

- an increased sophistication of communication and «spin» (Kavanagh, Kaid, Sherman, Harris, Lees-Marshment, Palmer);
- strategies for product and image management (Scammell, Baines, Kotler and Kotler, Newman, Smith);
- news-management, i.e. the use of «free» media (Franklin, Schnur, Franklin and Richardson);
- more coherent and planned political marketing strategy development (Newman, Butler and Collins, Henneberg, Wring);
- intensified and integrated use of political market research (Huber and Herrmann; Mitchell and Daves);
- emphasis on political marketing organisation and professionalisation (Panebianco, Lees-Marshment) [12].

Essentially, the different aspects of political marketing theory can be exemplified by two questions: «How to *do marketing* in politics» and «How to *know* in politics». First question is focussed on managerial aspects of marketing (without implying a purely normative focus), the second is concerned with an epistemological stance *per se* and is therefore not limited to marketing applications. These two questions (and the underlying research activities associated with them) are not independent of each other, rather they are bound in a dialectic relationship: although one can describe political marketing practice without necessarily employing a marketing epistemology (as well as one can look at political phenomena through a marketing lens without focusing on marketing aspects), the two are intertwined.

In discussing the core of a political marketing theory, two different stances have been identified: first, a narrow one, focusing on understanding marketing activities in politics and, second, a wider one, concerned with a more holistic attempt of achieving knowledge of politics. An idiosyncratic discussion of the ontology and epistemology implications of this wider stance identified four concepts as pivotal: exchange character of political marketing; a «qualified» market environment; the social embeddedness of the political system in other systems; and the structural connectedness of political marketing and politics, implying ethical considerations. Whilst the

in Ukraine - Vinnitsky, Zaporizky, Odesky, Sloviansky, Chernivetsky; Kharkivsky and Nijinsky fat plants; oil refineries in Kirovograd, Pology, Dnipropetrovsk, Vovchansk, Poltava.



1. Hydrogenated fat production volume
2. Mayonnaise and sauces production volume
3. Margarine products production volume
4. Oil meal (cake) production volume
5. Unrefined oil production volume
6. Oilseeds processing volume

Figure 1. Production volumes of oil and fat industry in 2008-2013.

Since 1993, the Ukrainian market was joined by American manufacturer of sunflower seeds and oil "Cargill". It started dealing with oil in 2000 after the commissioning of their first sunflower processing plant built in Donetsk. Five years later the company acquired domestic company "Chumak" - sunflower seeds processing plant which is located in the city of Kahovka, Kherson region.

More than half of the production capacity of oil and fat industry accounts for large industrial groups, whose share in total production is constantly increasing.

The major players in the oil and fat market in Ukraine are "Kernel Group", "Cargill", "Bunge", "Creative Group" "MHP", "Vioil" in the management of which there are large oil extracting plants (Fig. 2).

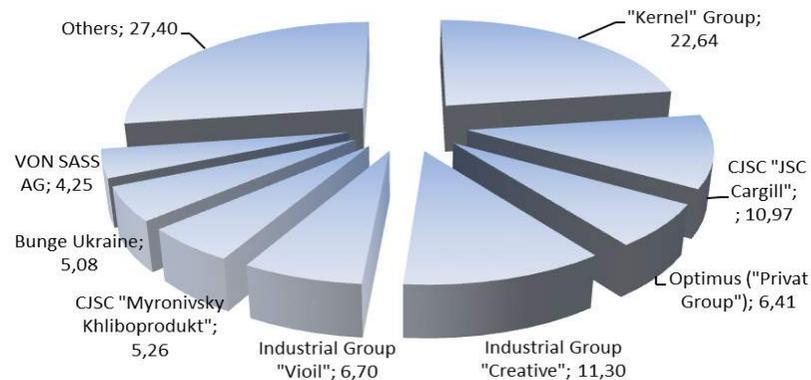


Figure 2. Contribution of major manufacturers of unrefined oil in Ukraine in 2013

These operators have vertically integrated production structure. The system of elevators, their agricultural companies give them competitive advantages due to the guaranteed supply of raw materials and cost savings, primarily related to transportation.

The largest part in general volume of unrefined oil production in 2013 held CJSC "Zaporizky Oliyazhyrkombinat", LLC "Cargill Industrial Complex" (6.4 % each), JSC "Bandursky Oil Extraction Plant" (5.8 %), "Ukrainian Black Sea Industry", CJSC with foreign investments "Dnipropetrovsk Oil Extraction Plant" (5.1 % each) And PJSC "Kirovogradoliya" (4.7 %).

Leadership in the market segment of refined oil in 2013 was held by CJSCs with foreign investments "Dnipropetrovsk Oil Extraction Plant", whose share in total production is 18.3 %. PE "Oliyar", PJSC "Poltava Oil Extraction Plant-Kernel Group" and CJSC "Prykolotne Oil Extraction Plant" take the shares respectively 9.9 %, 9.2% and 8.2%.

The undisputed leader in the production of unrefined oil Ukraine is a group of companies "Kernel Group", which started activity in the oil market in 2002 with the acquisition of Poltava Oil Extraction Plant. In 2006 the company bought the assets of company "Eurotech", which owned several factories for the production of oil and trademark "Stozhar." Having

solely a communication tool to an integrated way of managing politics, be it policy development, permanent campaigning, or even governing (to the extent that government has become «symbolic» in certain circumstances). In this way it is possible to conceive of political marketing as: «the party or candidate's use of opinion research and environmental analysis to produce and promote a competitive offering which will help realize organizational aims and satisfy groups of electors in exchange for their votes».

Further development of the theory of political marketing on the definition and specification of the basic concepts of the theory of marketing in terms of the political process and democracy. The actual workings of the mass democracy has divided the political market into two camps. There are those that compete for office and those that vote. Like the producers and consumers in economic markets it is a mistake to believe that these two functions are of equal importance. One is active, creative and continuous; the other is passive, receptive and intermittent.

It should be noted that the statements of place emphasis on a party's ability to shape voter preferences, neither commentator would deny the fundamental role the electorate play in determining outcomes within a competitive political market situation. Consequently, by emphasizing the fact that it is both an organizational as well as consumer focused exercise, it is possible to understand the usefulness of marketing analysis to political scientists.

The same principles that operate in the commercial market place hold true in the political marketplace: successful companies have a market orientation and are constantly engaged in creating value for their customers. In other words, marketers must anticipate their customers' needs, and then constantly develop innovative products and services to keep their customers satisfied. Politicians have a similar orientation and are constantly trying to create value for their constituents by improving the quality of life, and creating the most benefit at the smallest cost.

Political marketing can be defined as, «...the application of marketing principles and procedures in political campaigns by various individuals and organizations. The procedures involved include the analysis, development, execution, and management of strategic campaigns by candidates, political parties, governments, lobbyists and interest groups that seek to drive public opinion, advance their own ideologies, win elections, and pass legislation and referenda in response to the needs and

conditions of proportional representation.

There are important differences between the political and consume product, and these lead to distinct differences in the content and texture of the marketing. Politics is intimately concerned with affirmation of values. Thus, a political issue is merely a product to be merchandised, but a vibrant value symbol connecting with an individual's sense of who and what he or she is at the deepest level. In such cases, political views and decisions are part of the social construction, the self-articulation or public persona of the individual, arguably at more fundamental level than Hermes scarf or handbag. Governments are more than just big customer-service organization, and while appeals in consumer marketing are seldom value-free, the function of politics as a major source of value affirmation makes it inherently more complicated than consumer marketing. The exchange process of business cannot compare with the polemical intensities of politics, arising from its role as theatre – and crucible – of values and value conflicts.

Political partisanship is affirmed by a moral ethos that is different from that of consumer marketing – one that can, of course, be ideological and that of consume marketing – one that can, of course, be ideological and even cruel. Consume marketing has nothing like negative advertising, and so-called comparative advertising is faint echo.

To Dominic Wring marketing is a process in which the notion of «consumer focus» plays a major strategic role but not to the exclusion of organizational needs. Compared with over-simplistic customer centered understandings of the subject, this theoretical interpretation fits more easily with the world of «real politic». Such understanding of real politic narrows the concept of political marketing to the sphere of the electoral process. In political science this view is reflected in theoretical considerations of competition which attempt to marry the need of the organization (that is the party) to win support with its desire to maintain some degree of programmatic consistency between elections. Parties rather than firms are perhaps more adequately equipped to influence the deliberations of their market. Thus elections are based around the organizing principle that: «Democracy is a competitive political system in which competing leaders and organizations define the alternatives of public policy in such a way that the public can participate in the decision-making process» [15].

In addition, political marketing applications have moved from

bought another major producer and exporter of oil - Allseeds group - "Kernel Group" has strengthened its assets even more. At present the group includes seven companies: JSC "Oil Extraction Plant Bandursky", LLC "Ukrainian Black Sea Industry", PJSC "Kirovogradoliya", "Poltava Oil Extraction Plant - Kernel Group" LLC "Prykolotne Oil Extraction Plant " PJSC "Vovchansky Oil Extraction Plant " and PJSC LLC "Ekotrans." Overall, the share of the group in 2013 accounted for 22.6% of the total unrefined oil production volume in Ukraine.

It stands to mention the leading Ukrainian integrated agro-industrial company - PJSC "Creative Group", which has existed since 1991. Constantly expanding its activity, in 2013 the company in the production of fats and margarines came in top of 3 Ukrainian sunflower seeds processors according to the defined capacities and is also one of the leading companies in soybeans processing. Compared to 2012 the company has increased by half the volume of oil seeds processing and production of unrefined oil. The market share has increased twice and reached 11.3%. The production capacities of Creative Group are concentrated in Kirovograd region and are represented by 9 plants.

Secondary processing product in the production of oils is oil meal. Its leading producers are Industrial Group "Creative" (10.1 %), LLC "Cargill Plant" Donetsk city (6.1 %), CJSC with foreign investments "Dnepropetrovsk Oil Extraction Plant" (5.6 %), JSC "Bandursky Oil Extraction Plant" (4.8 %) and "Black Sea Ukrainian Industry" (4.6 %).

Margarine in Ukraine is produced by 24 specialized companies. However, a larger proportion of production (about 70 % of the total volume) belongs to three companies: JSC "Zaporizky Oliyazhyrkombinat" (31 %), Industrial Group "Creative" (25.9 %) and JSC "Kharkivsky Zhyrovyy Kombinat" (13.1 %).

The extension of production capacities led to a shortage of raw materials for processing and incomplete production capacities utilization. According to the data [1] the production capacity utilization of oil and fat enterprises for the period from 2008 till 2013 remained at around 75 % (Fig. 3).

In 2013, the capacities were uploaded to 72.8 %, which is significantly less than in 2012. The capacity loading in processing sunflower seeds was 74.8 %, and in processing soybeans - 72.8 %.

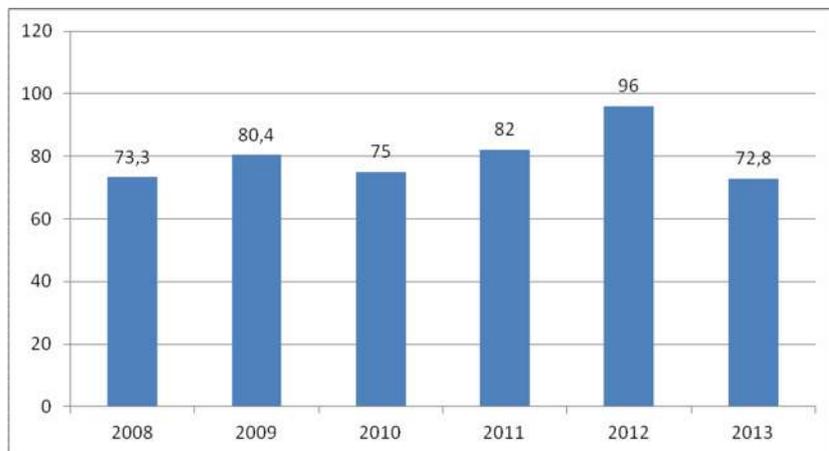


Figure 3. The production capacity utilization of oil and fat enterprises in 2008-2013, %

The study held shows that despite the development of oil and fat enterprises, the area still has a lot of problems, the main among which are the following.

Over the past 14-15 years specific development in Ukraine gained the organization of low power oil mills (in agricultural enterprises, commercial firms, individuals). The main method of oil production in these oil mills is pressing. The sequence of technological operations in it (cleaning seeds of impurities, separation of seeds husk, grinding, heat or damp-heat processing, pressing) remained virtually unchanged for centuries. The difference of production is only in the application of presses types: hydraulic, screw, spiked, etc. But press method does not provide the full extraction of oil from seeds. During the processing of sunflower by oil mills and oil production facilities belonging to commercial firms or individuals, the yield of vegetable oil is very low - from 28% to 32%. And the quality of this oil does not meet the standard documentation requirements.

The condition of material and technical resources of oil and fat industry enterprises is not sufficient enough. A significant number of obsolete, inefficient, worn-out equipment is operated in the area. Slow tempo of updating the active part of fixed assets in recent years have led to

The British equivalent of the AMA statement, as agreed by the Chartered Institute of Marketing (CIM), places similar emphasis on the notion that organizational success is an integral part of strategic concerns: firms do not seek to satisfy consumers out of altruism but from a desire to realize their own profit-making goals. To the CIM marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

We should agree with Dominic Wring [15] that the British and American definitions are useful in that they counteract the crude and over simplistic belief that marketing is simply about firms giving their customers what they want. Some in political science may have misunderstood marketing in this way, it helps explain why relatively few in the field have sought to use it as a tool of electoral analysis.

The first discussion among the scholars was about possibility of using definition "market" according to political process. In the last 25 years is not the magnitude of political marketing but the belief that political actors not only act out but also think in marketing instrument in a coherent marketing strategy. The changes in the mind-sets of political actors have been tracked in several studies and have been considered a «revolution» or even a new age in politics.

Gamble contends that: «The main components of the modern political market are three; the existence of a mass electorate; competition between two or more parties for the votes of this electorate; and a set of rules governing this competition» [Cited in: 14].

Within the political market the key relationship is based around a concept central to marketing theory, namely that of exchange between buyer and seller. Thus citizens give their votes to politicians who, when elected, purport to govern in the public interest. In a modern democracy the right to vote, commonly associated with the age of majority, allows for a mass electorate which can typically number well into the millions.

Commercial markets tend to resemble the competitive structure found in an electoral system run on the grounds of proportionality as opposed to «first past the post». This is not to argue that market criteria cannot be applied to a political situation such as that in Britain where purely majoritarian rules of voting operate. Indeed the need for the parties to maintain vote share as well as court new groups of «swing» voters is as relevant to participants in this system as it is to those operating under

of marketing techniques in the political practice of modern Ukraine, remains understudied question of the place and role of our country and the national political science in the development of the world theory and practice of political marketing.

Purpose of article. The purpose of this paper is to determine the place and role of Ukraine in the development of the world political marketing theory and practice. It's done by identifying the major stages in the development of political thought in the field of political marketing, as well as the analysis of the contribution of Ukrainian evidence in the theory and practice of political marketing.

The main material research. The earliest recorded use of the term «political marketing» did not appear in a formal management study but in the pioneering work of political scientist Stanley Kelley that charted the emergence of the professional campaign industry in the United States. Commenting on the activities of the first election consultancies, Kelley wrote: «The team relies heavily but not entirely upon their own intuitive feel for providing political marketing conditions. They pride themselves on having «good average minds» that help them to see things as the average man sees them» [Cited in: 15].

By the mid-1970s, American scholars such as Avraham Shama and Philip Kotler were to the fore in developing theoretical foundations for the subject. Similarly, experts in Europe began to consider the political dimension to marketing, positing the view that an exchange relationship existed between democratic elites and their voters.

By the mid-1980s, a steady stream of research discussing the emergence of the phenomenon helped confirm its importance. The politicians recognized the problem of being elected is essentially a marketing one. Political parties must determine the scope and the most effective way of communicating its benefits to a target audience.

The end of the 1980s saw the processes of theoretical understanding of the concept of marketing and its opportunities in the socio-political sphere. The main discussion was conducted as part of the American and British schools of marketing. American Marketing Association (AMA) added the crucial word «ideas» to the list of legitimate product concerns: «Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives» [Cited in: 15].

the fact that the share of worn equipment that has been in operation for over 20 years in the industry is more than 70-80 %.

According to the statistical bulletin "Balance of fixed assets", in 2011 and 2012 the percentage of fixed assets depreciation in the industry in general was accordingly 50.3 and 49.3% % [2].

Among the 26 oil extraction lines, which are currently operating in Ukraine (with the total capacity of 7.1 million tons of sunflower seed processing per year) for about 40 years and more than 14 lines in operation (54 %), from 15 to 30 years - 7 lines (27 %), up to 5 years - 5 lines (19 %). Thus, most oil extraction lines have been operated for more than 40 years, which is one of the main reasons for the low competition of the respective companies.

Depreciation and decommissioning of fixed assets is ahead of their commissioning, more than a third of the equipment worked more than two depreciation periods, the productivity of such equipment is 2-3 times lower than similar modern equipment of the developed countries.

Outdated and insufficient technical equipment causes the production, such as sunflower oil from 1 ton of raw materials in Ukraine is 20-30 % less than in the developed countries.

The available options for oil production technology are based on a single mechanism, the essence of which is in the processing of refined oil by hydration agent. The hydration lines operating in Ukraine are energy intensive (the power of separator is average 30 kW/h), with expenditure of cooling water and steam.

Higher prices for fuel and energy resources, as well as the operation of most companies on customer-supplied raw materials has led to the fact that energy consumption is the decisive share of their enterprise costs.

One of the ways to increase energy efficiency for oil and fat industry enterprises is the use of industrial waste - sunflower husk. Previously, it was taken out into heaps, part was given to poultry for bedding. Today companies made husk processing an industrial process and each year produce from it about 600-700 thousand tons of pellets, part of which are used for heating the plant, part – is exported, in particular to Poland. Oilseeds processing enterprises are nearly the only ones who save a significant amount of gas, replacing it with alternative fuel - husk. Its main advantage is high calorific value, which is close to coal, and in ash-content is ten times lower, in addition, sulfur emissions during the combustion of sunflower husk is virtually none, making it

environmentally friendly fuel [3].

The main focus is its burning to obtain thermal energy in the form of steam for ensuring technical process and domestic needs, which saves considerably the traditional fuel types. Thus, in 2012, the oil and fat plants processed 8419.1 thousand tons of oilseeds and derived 1321.8 thousand tons of sunflower seed husks. (weighted average yield of husk 15.7 %). When combusting 60 % of husk in steam boilers 1978.7 thousand Gcal. of thermal energy can be obtained which in terms of natural gas is about 260 million m³.

Conclusions. Oil and fat industry of Ukraine is one of the leading ones in agro-industrial complex of the country. The key part of it is held by oilseeds processing and vegetable oils production, which can be considered almost zero waste production. The demand for oil not only as for exported product, but also food and technical product of the domestic market is constantly increasing, which leads to the increase of processing capacity and production volumes. In its turn, despite considerable crop and planting acreage, outrunning processing capacity extension have led to a shortage of raw materials for processing and incomplete production capacities utilization. Fierce competition between processing enterprises, in its turn, is the factor of maintaining the level of purchase cost for oilseeds.

Along with large enterprises and considerable investments especial development was gained by the organization of low power oil mills in agricultural enterprises, commercial firms and individuals, the disadvantages of which are the low yield of vegetable oil and the noncompliance of oil quality with the regulatory documents requirements.

The state of material and technical base of small businesses is unsatisfactory. Most part of their equipment is obsolete unproductive and worn. The productiveness of work on such equipment is 2-3 times lower than that of modern equipment in the developed countries.

Thus, maintaining Ukraine on top of the global oil market requires the oil-processing industry enterprises to increase the quality of oil products and make them compliant with European and international standards. Achieving this can only be reached by improving the organizational and economic conditions for enterprises modernization, which will transfer the enterprises to a higher level of technological structure.

Literature

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имиджа политических лидеров и государства в целом, хотя, по мнению экспертов, рынок политического консалтинга еще очень не развит, а среди населения политический маркетинг воспринимается отрицательно.

Ключевые слова: политический маркетинг, политический рынок, политические технологии, избирательная кампания

Introduction. Democratic reforms and formation of market relations in Ukraine contributed to the development of the theory and practice of market mechanisms, including the worldwide preference marketing. Marketing as a theory and practice of market mechanisms in the economy had been thoroughly studied in the West and in Ukraine in particular, while the sphere of social and political processes has always been a series of discussions among scientists, especially about the very possibility of the use of marketing terminology in the analysis of political phenomena. Nevertheless, political marketing shape as a separate branch of science that studies the application of marketing technologies in opportunity in political practice, particularly in the electoral process. Experience of election campaigns in Ukraine already witnessed the use of such technologies in Ukraine, so it's very actual the question of the place of Ukraine in the global marketing theory and practice.

Analysis of recent publications and researches. Investigation of the role and importance of political marketing in the development of political processes by foreign experts – S. Lipset, F. Kotler, H. Mauser, M. Parenti, V. Pareto, J. Schumpeter, Russian scholars - S. Andreev, F. Gould, F. Ilyas, A. Morozov, A. Kovler, A. Meleshkina, A. Maximov, D. Nezhdanov, A. Soloviev, A. Poluektova et al.

Becoming an important source of political marketing in Ukraine is the work of national experts – A. Vyshnyak, A. Paharyeva, G. Pocheptsov, et al. In developing the concept of political marketing is an important contribution of V. Bebig, M. Holovaty, V. Korolko, V. Poltorak et al. Study of technologies of political marketing devoted to the work of L. Kochubej, O. Petrov, A. Poychenko, Y. Surmin, M. Tomenko et al. Manipulation dimension of political marketing was a major in the works of J. Bogush, O. Chekmyshev, I. Vare, G. Postryhanya, V. Petrenko et al.

Unsolved aspects of the topic. With all the abundance of literature on the theory of marketing by Ukrainian authors, as well as evidence of use

negatively by population.

Keywords: political marketing, political market, political technology, election campaign

Музиченко Ганна

УКРАЇНА В КОНТЕКСТІ РОЗВИТКУ ТЕОРІЇ ТА ПРАКТИКИ ПОЛІТИЧНОГО МАРКЕТИНГУ

Здійснено аналіз основних етапів розвитку політичного маркетингу як теорії та практики управління сучасним політичним процесом в умовах демократичних суспільств, який свідчить про провідну роль західних, перш за все американських, вчених. Наразі в межах наукового аналізу чітко розділяють два напрямки розвитку політичного маркетингу - теоретичний та практичний.

Аналіз української дійсності довів, що політичний маркетинг є актуальним предметом наукових досліджень українських вчених, особливо молодих. Політична практика має досвід застосування технологій політичного маркетингу в практиці виборчих кампаній, формуванні іміджу політичних лідерів і держави загалом, хоча, на думку експертів, ринок політичного консалтингу ще дуже не розвинений, а серед населення політичний маркетинг сприймається негативно.

Ключові слова: політичний маркетинг, політичний ринок, політичні технології, виборча кампанія

Музыченко Анна

УКРАИНА В КОНТЕКСТЕ РАЗВИТИЯ ТЕОРИИ И ПРАКТИКИ ПОЛИТИЧЕСКОГО МАРКЕТИНГА

Осуществлен анализ основных этапов развития политического маркетинга как теории и практики управления современным политическим процессом в условиях демократических обществ, который свидетельствует о ведущей роли западных, прежде всего американских, ученых. На данный момент в рамках научного анализа четко разделяют два направления развития политического маркетинга – теоретический и практический.

Анализ украинской действительности показал, что политический маркетинг является актуальным предметом научных исследований украинских ученых, особенно молодых. Политическая практика имеет опыт применения технологий политического маркетинга в практике избирательных кампаний, формировании

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PREREQUISITES FOR AGRO-INDUSTRIAL INTEGRATION DEVELOPMENT

In this article, the author attempts to identify and analyze the main prerequisites of agro-industrial integration in Ukraine at the institutional level. The basic directions of support processes studied in order to increase their effectiveness.

Keywords: integration, agriculture, development, Ukraine, efficiency.

Гамма Тетяна

НЕОБХІДНІ ПЕРЕДУМОВИ ІНТЕГРАЦІЇ АГРОПРОМИСЛОВОГО РОЗВИТКУ

У статті автор намагається виявити і проаналізувати основні передумови агропромислової інтеграції в Україні на інституціональному рівні. Основні напрямки підтримки процесів вивчені з метою підвищення їх ефективності.

Ключові слова: інтеграція, сільське господарство, розвиток, Україна, ефективність.

Гамма Татьяна

НЕОБХОДИМЫЕ ПРЕДПОСЫЛКИ ИНТЕГРАЦИИ АГРОПРОМЫШЛЕННОГО РАЗВИТИЯ

В статье автор пытается выявить и проанализировать основные предпосылки агропромышленной интеграции в Украине на институциональном уровне. Основные направления поддержки процессов изучены с целью повышения их эффективности.

Ключевые слова: интеграция, сельское хозяйство, развитие, Украина, эффективность.

Introduction

Despite the attention of the authorities to the problems of agricultural sector, it is still premature to talk about overcoming the crisis in agriculture. Adverse weather conditions, the presence of intermediary chains supporting the mechanism of funds withdrawals from agriculture do not allow a lot of farms providing extended reproduction in the long run.

The development of advanced technologies encouraging productivity could improve the situation. However, this requires significant investment, which the agricultural enterprises lack, and the abilities to attract third party investors in agricultural production are limited owing to the high risk, long operating cycle and low speculative capacity. In addition, the amount of the state support is much lower than in the developed countries.

Therefore, under current conditions, one of main directions of agriculture development, along with the strengthening of state support, should be considered the stimulation of integration process of agro-industrial manufacturers with agricultural processors.

However, despite the proven benefits of such integration, a lot of

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UKRAINE IN THE CONTEXT OF THE DEVELOPMENT OF POLITICAL MARKETING THEORY AND PRACTICE

It's analysed the main stages in the development of political marketing as theory and practice of modern political process in a democratic society, which shows the leading role of Western, especially American, scientists. At the moment, the scientific analysis clearly separate the two directions of the development of political marketing - theoretical and practical.

Analysis of Ukrainian reality shows that political marketing is a topical subject of Ukrainian scientists researches, especially young ones. Political practice has experience in the use of technology in the practice of political marketing campaign, shaping the image of political leaders and the state as a whole, although, according to experts, the market of political consulting is not developed, and the political marketing is perceived

Significant changes in the level and nature of categorical inequalities also affect democratic prospects. Any significant strengthening of categorical inequalities which does not offset public policy is a serious threat to existing democratic regimes. Strengthening categorical inequality leads to control of the main resources of power, resulting in the emergence of authoritarian regimes. After separation of power from categorical inequality and having severe consequences to cover social networks of trust, a third important change that leads to democracy will destroy autonomous independent authorities that have their own, effective means of violence and coercion. Such structures can act as outside the state (eg, the militants) and inside (for example, military officials). Overcoming them obey state public policy, extending national influence. Thus power is limited government, which stands next to self-organization, the foundation, the basis for the functioning of public policy in modern states.

Conclusion. *Consequently*, within contemporary political science there is a significant shift in the study and interpretation of the category of «power». There is a transition to the next, a new level - in the same way playing schematics power. This means that one or more power becomes technically constructible. Immutable things become relative. Developing technologies of power, and we are increasingly starting to refer to power from a technical point of view, because we can debate about what type of power you need to install and how.

In the new configuration (system) power, which is under the influence of a comprehensive capturing democracy and the spread of globalization, affecting three processes - a social network of trust, categorical inequality and latent (alternative) power structures, in which each separately and together lead to the assertion of self-organizing and self-processes as the basis of a new configuration of power in modern democracies.

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participants feel reserved to this form. The majority of the farmers are not involved in the integration process, preferring market mechanisms of interaction. For example, in Odessa region, only about 100 companies, among almost 6 thousand agricultural enterprises and farms, belonging to the 40 integrated entities are involved into the integration processes. This is a consequence of objective reasons to be explained.

The Prerequisites and Benefits

The publications note the following reasons for dip in popularity of agro-industrial integration:

- 1) the reluctance of financially sound enterprises to integrate with "weak" companies for fear to reduce their cost-effectiveness;
- 2) low investment potential, i.e. level of return on investment;
- 3) fear to lose tax benefits in the case of integration of agricultural producers with processing companies [1].

Obviously, the list of reasons given above is not complete, and we will try to substantiate and expand it in this paper.

From the methodology position, we believe that considering the benefits of integration and restraining factors, we should combine economic approach comparing the costs and the benefits, and the institutional approach investigating the "rules of the game" and the conditions how to coordinate the interests of business processes participants. Their combination will allow investigating the problem and suggesting the ways to solve it from the point of view of the system approach. In this regard, one can identify the following research areas:

- 1) analysis of the institutional environment and transaction costs;
- 2) search for efficient forms and interaction mechanisms between the participants;
- 3) state support measures.

The problems related to the institutional environment are directly related to the issues of confidence. In the business environment, where the confidence level is high, less guarantees are required and management structure to prevent opportunism (manifestation of perfidy for selfish purposes) is less complex [2]. Low level of confidence narrows the field of joint activities.

In the Ukrainian business environment, level of confidence is extremely low. And the problem does not come down to the features of national mentality. Opportunistic behavior is a consequence of natural

human desire to maximize the function of his own utility [3]. The institutions of different nature are called to resist it starting from the judicial system, the mechanisms of company-specific management and ending with the national-cultural traditions. Their underdevelopment is the cause of aggressive opportunism. In particular, the Ukrainian judicial system, due to various factors, is often not able to provide a remedy: such phenomena as the delayed terms of proceedings, judges soliciting, non-enforcement of court sentences. And this leads to an increase in transaction costs.

The desire to preserve the goodwill in the conditions when the state creates knowingly loss-making management mechanisms (especially in agriculture) does not meet the support of the businessmen. The farmers are in the situation where it is difficult to predict financial performance in the short term, not to mention in the long run. Their main focus is on maximizing current profits at the cost of violation of contract terms.

Therefore, renewal and increase of mutual confidence level must be considered as the institutional prerequisite for the development of national entrepreneurial activity. Otherwise, the predictable behavior of participants can be achieved only in the conditions of integration, when it becomes possible to use the administrative arrangements within rigid structures. And the practice has demonstrated the correctness of such path.

This raises the question of the effectiveness of various organizational forms, bringing together the participants' activities. Various forms of agricultural enterprises interaction organization are well-known. Some of them operate in a closed cycle "production - processing - sales", the others combine only production and processing, and the others realize together the same operations. The following can be generalized:

- 1) joining several businesses in order to create a closed cycle in the hands of single owner;
- 2) interaction of several independent legal entities on a contractual basis;
- 3) creation of simple partnership based on joint activity agreement;
- 4) formation of various associations, such as farmers associations.

When choosing a particular organizational form, a key role is played by the factors associated with the property relations, as they often determine the efficiency of the central body in integrated associations and its ability to reach compromises. In case if the property relations between the participants of integrated formation do not exist, then the problems of

state [See: 6, 112-113].

Three main processes integrate web of trust in public policy: the collapse of separate networks of trust, the integration of previously separate networks of trust and the creation of new policy-related networks of trust. Such processes should, according to Charles Tilly, considered a prerequisite for democratization. «They are necessary because otherwise the people have no incentive to deal with the failures of democratic politics, so they easily will leave public policy when it will not satisfy them. The integration of trust networks encourages citizens to vote right to vote and loyalty instead of exit policy. Opposing these processes derive networks of trust by public policy»[6, 120].

Inequality - is a relationship between persons or groups of persons as a result of their interaction with one group gets more benefits than the other. Archaic categorical inequality - is having organizational forms, differences in preferences by gender, race, ethnicity, religion, membership in certain communities and other similar systems classifications [3, 137].

Charles Tilly has ten groups most important resources that generate inequality throughout history, including: coercion, labor, animals, land, traditional institutions, machinery, finance, information, media, scientific and technical information, etc. [See: 3, 140]. Those and other recipients turn to these resources for profit by coordinated action. When resources are not enough, or they can be relatively easy to cut, then resort to the usurpation and exploitation of opportunities, that is - generate inequality.

Any modes generate inequality and do it in three possible ways: protecting the benefits of their core supporters in creating their own system of levying fees or resources; redistributing resources among segments of the population was subject to them. «In a democratic regime, there is considerable material inequality, while democratic states are investing in existing forms of support such inequality, which means no inequality is not a necessary condition for democracy or democratization. Instead, the democracy is in isolation public policy from any of the existing material inequalities. The democratic regime is able to form and exist only so long as the same public policy will not disintegrate limits on categories of inequality. Conversely, political rights, responsibilities and involvement, different categories of inequality threaten democracy and prevent the democratization process. Democracy thrives when inequalities of everyday life is not related to irregularities in the relationship state – citizen» [3, 145].

institutional violence. This concept of government and differences between public, political and state policies were researched in details by G. Muzychenko [4].

Therefore, both theory and practice is very important to define the boundaries of political and state power. In legal state political power does not extend to administrative, «personal» relationship and not just limited to its own competence established by law and moral norms, political tradition and charters of organizations that make up the system of power. State power is limited to strictly defined shape and scope of powers established by the Constitution and laws.

Charles Tilly - one of the modern Western scholars issues of power in the globalized world and the world's fascination with the idea of democracy, believes that the present situation is the transformation configuration of power in society. In his opinion, the current government is in a state changes its configuration as a result of three processes: integrating networks of trust, isolation categorical inequalities and elimination of independent centers of power who resort to violence and coercion [See.: 3, 232]. Let more detail on each of these processes to determine what changes in the present government.

Trust provides that the entity makes a certain result in risky dependence on possible criminal activity, errors or failures of others. The relationship of trust combine people who regularly expose themselves to risk. You can give the following definition of networks of trust, «they performed a variety of links, mainly durable and strong that people are tied concerning valuable, important and long-term resources and enterprises exposed to the risk of a possible crime, errors and failures of other people»[3, 232].

Democracy has always partial inclusion networks of trust in public policy. If the underlying network trust created by citizens for exercising their collective actions are devoid of public policy, then the citizens is little incentive to participate in such a policy, but rather strong incentives to hide their social ties to political intervention. Under such conditions, it is almost impossible to effectively and consistently implement the collective will of citizens in the activities of the state, at least without a revolution. But full integration, such as under theocracy, tribal oligarchy and fascism, also eliminates the possibility of democracy, since there is non transfer of the collective will of the citizens through negotiations in the activities of the

integration organization is particularly acute due to the significant reduction in central leverage on the members of the integrated structure.

At the same time, one should remember that the majority of enterprise managers prefer if not large-scale, but independent activities. The inclusion of an enterprise to the integrated association limits access to financial flows and increases the level of personal control and responsibility. Therefore, the issues of ownership themselves cannot be an obstacle to integration.

Currently, in Ukrainian food industry, there are three types of integration mechanisms. The first type implements control possibilities associated with the possession of property titles of the integrated companies. The second type involves coordination leverage of joint activities based on access to the joint resources. Finally, the third type of mechanism is based on a voluntary centralization of a group member and the transfer of certain powers.

It should be noted that in the present circumstances, vertically integrated food industry structures are the most competitive, the purpose of which is, first of all, to ensure their own reliable source of raw materials, as well as stable income, the formation of permanent markets for product sales and the expansion of activity spheres. Due to their own system of elevators, agricultural enterprises and trading houses reach closed production cycle, costs savings and efficient management of financial flows.

Another point that determines the appeal of integration is seasonality and asset specificity. Everyone knows that agricultural production is seasonal and main crops can be harvested only once a year. Accordingly, in a specific regional market, there are objective limits of grain volume to be processed. During the years of poor harvest, the processing companies face the challenge of unutilized capacity. To solve the issue, the delivery of grain from other regions can be considered but it is related to high transport costs. The processing companies can partly solve the problem of capacity utilization and guaranteed supply by vertical integration "back" to the raw materials producers.

Seasonal factor is also essential for the agricultural producers. Since agronomic activities are carried out within a short period, field works must be timely organized and financed. In terms of vertical integration with the processors, the agricultural producers are able to get quick and secure credit

facilities to complete the operational cycle, and for the implementation of the investment programs.

The factors associated with the specificity of assets were determined by O. Williamson. He attributed to them:

1) the specificity of the location –it occurs due to the proximity of the supplier and the consumer. The reorientation to other partners is associated with additional costs, so the parties will endeavor to maintain the relationships;

2) the specificity of physical assets - is a consequence of their special features (e.g. durum wheat). The desire to have guaranteed supply may be a reason for integration;

3) the specificity of human resources- any conditions leading to the improvement of company specific relationships and productivity upgrade. The inability to ensure them at the appropriate level (or loss of them) is threatened by additional costs, which is a factor for fuller control through joint ownership;

4) target assets –the investment of the partners in the development of the production basis of each other. This leads to a symmetric distribution of the risks and increases confidence level. [3]

The fertility of the land and climatic conditions should be added to the listed assets that are not essential to the industry, but are crucial for agriculture:

a) the land with various fertility and climatic conditions give rise to different attitudes towards integration. For example, the climatic conditions in Vinnitsa region contribute to grain yield of 30-40 q/ha. Therefore, a farmer in Vinnitsa region feels more financially independent than a farmer in Lviv region, where the average grain yield is 10-15 q/ha, and, accordingly, has a different point of view on integration appeal. And any technological improvements are not able to eliminate such difference;

6) the fertility of the land plot has a similar effect on the assessment of the integration benefits on the part of the agricultural producers, but within a single region and determines the amount of the so-called differential rent.

All of these factors, in one way or another, affect technological and transaction costs, and determine the degree of integration appeal for potential and actual participants.

Furthermore, when forming integrated associations, the ways and

power». To clarify what is meant by this term in Western political thought, turn to G. Peters, who gives the following interpretation of the term: «The simplest interpretation of public power - a sum of all the actions of governments, as directed, and through agents have an effect on people's lives. In the middle of this concept can be divided into three levels of policy, depending on the size of the changes to which they lead in the lives of citizens. At the first level we have the policy choices - decisions are made by politicians, civil servants or others, and these decisions are aimed at the use of public power to influence people's lives. It is the policy in action. At the second level, we're talking about policy outcome - a policy choice after action is the result of policy choices. At this level, the government is doing the following things: spending money rents People regulates that in the future will affect the economy and society. Results are synonymous with the term «program». Finally, the third level, we have a policy impact - this is the effect that citizens receive from these policies of choice and results» [2, 28].

To determine the public peace in Western political thought his distinguished from private peace. «Even in the days of ancient Greece and Rome is a distinction between the general (public) and private. Yes, the Greeks expressed it according to terms of the *res publica* and *res priva*. So, *res publica* permeates those areas of our lives that are aimed at general (pierces the interests of all members of society, at least most of it, in other words - the state, inherent in all spheres of social life), and, simultaneously, together we can provide a number of antonyms terms that are associated in our minds with this notion, as a private, non-governmental. So, initially assumed the existence of a particular industry or sector of life that is private or not a particular individual or group of individuals, while being in common use» [2, 287]. In domestic scientific world public opinion is defined as the political world.

For further consideration of power theory to determine correlation of political and state power. Political power is the actual value as a social group of forces in society and state power as a direct result of the correlation of forces. State power is the institutional mechanism for coordination and harmonization of the various socio-political interests and of political will, which reflects a compromise of these interests compulsory legal enshrined in the laws of the state. It is a special independent unit and agencies of the state is able to adopt means organized and legislative

somehow life and autonomy of national spirit. Support for the state as an autonomous form of national spirit, as homes and fences as national spiritual culture that is facet that is unbreakable for state and before which must bow to everyone, and even the most righteous, spiritual and faithful public interest»[1, 278].

However, the leading principles of modern government point: the number of instances of power should not decrease and suppressed, but rather to increase at a rate that exceeds the rate of complications society. In this case, the government is creating a space where people can navigate and grow where there freedom and democracy, where people can participate in reaching agreement between instances of power.

If we trace what happens to the concept of «power» in the present, it can be argued that gradually mechanisms of power, the exercise of power schematic more control by people. Previously, power was unbreakable, so that has not been technical actions of man, then gradually it becomes more developed. People have learned to build a certain composition of power, create new instance of power, and in this sense of power is something like a Copernican revolution that has taken place in science, where things that before seemed unshakable, become conditional and against them becomes possible to use technical actions.

Since the revolutions that change the type of power, it is clear that government bodies may be several. Previous problems in Europe associated with conflict two instances of power - power of the church and the power of the state (monarch) - resulted in the creation of a special composition of these two instances. But over time, government authorities are increasing. In particular, the existence of power in the form of judicial, executive and legislative bodies becomes habitual. In Europe, emerging democratic societies, in which a new instance may appear according to new transcendence, new exceptional resources. In modern time, you can also specify that the process of strengthening the new government authorities - local authorities. The question about what an exceptional resource they have and which transcendence based.

For further analysis of instances of power in modern political space, to find out what political science terms appropriate to use for its definition - namely, «political power», «state power» and «public power». In Western political thought of the term «public power» is very common that the Ukrainian language can be translated as «public power» and as a «state

the principles of partner economic relationship implementations should be considered. One of the most common mechanisms ensuring to some extent the partners' decency in respect to each other is a transfer pricing.

"Transfer price (internal price) is a price of a product or services that one unit (section, department, division etc.) delivers to another unit of the same entity". [4] In classical interpretation, internal prices by their nature are far from the market, as the products and services are not sold and not purchased. Transfer prices contribute to objective evaluation of the participants activity and their contribution to the joint result of integration.

The world practice has developed several methods for establishing the level of transfer prices: based on the market price, costs based and contract based.

Transfer prices are generally determined by the following objectives:

1. Regulation of the profit rate. Transfer prices allow to set the required rate of return for various units. The solution to this problem is closely related to the financial structure design, which resulted in the allocation of profit centers and cost centers. For cost centers, a price level is established that allows only offsetting the costs, thereby redirecting the flow of operational profit to the headquarters. This pattern allows concentrating financial resources in one place and facilitates the subsequent investment process, depending on the priorities of the corporation development.

2. Increase both the efficiency of the integrated association as a whole (due to the synergistic effect) and its individual units (first of all, through the reduction in transaction costs at various stages of the business process).

3. Create economic incentives for the units. One of the objectives of transfer pricing is to encourage internal company competition by the organization of the internal market and fair distribution mechanism of the system result.

4. Create clear guidelines for the motivation of department managers. This task is related to the organization of personal motivation of department managers of the corporation. Transfer prices allow establishing clear reference points for a fair evaluation of their activities.

5. Minimization of customs and tax payments. Corporate structures often operate simultaneously in several public and tax jurisdictions.

Therefore, they have to record all transactions for which customs and tax payments are accrued. It is natural to assume that the corporation will seek to reduce the overall amount of payments. Transfer prices, in this case, are a convenient tool to reduce their accrual basis. Well-designed mechanism of interaction between the integration participants with the use of transfer pricing can generate additional revenue by itself.

However, all these recommendations are not sufficient if the appropriate level of state support for the integration process is not provided.

Conclusion

Firstly, it is necessary to adjust the legislation on holding entities, in accordance with which the relationship between the units will not be seen as the results of independent companies activity subject to taxation, but as the operations of a single economic mechanism with respective exemption from taxation (especially from VAT).

Secondly, the issue of maintenance of preferential taxation of agricultural production within the frameworks of integrated association should be solved.

Thirdly, one should not forget about direct state support, which is significantly lower than in the developed countries. For example, the EEC countries annually subsidize in agriculture about 3 billion euro's per year.

It is necessary to continue the development of national projects and regional target programs related to the support of agricultural complex.

In our view, the proposed integrated approach allows you to make a sound estimate of the integration benefits. Finding a balance between the obvious economic interests and implicit constraints will actively involve farmers in the integration processes and, therefore, assist bringing agricultural sector through the crisis.

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formula or imposed and dead stencil life» [1, 260].

The second axiom of power argues that state power within each political union should be united. The unity government should be understood, of course, not in the sense of unity «body», but in the sense of a single organized will-direction expressed in the unity of a single getting and ongoing law. «In every political alliance state government, although it has its various branches, in fact the only, and the existence of two state governments indicates the presence of two political alliances» [1, 261].

The third axiom of power argues that the state should always be the best people that satisfy and comply with the ethical and political qualifications. Violation of this axiom gradually forms mode depravity and disgrace at the very roots of aristocratic nature of the state.

The fourth axiom of power argues that the political program may include only such measures pursuing general interest. Just serve the general interest in transforming state power is valid, authoritative center of political unity in virtue of the fact that the state has something unique for everyone and is common to all, so the party program that seeks to power, must contain only general, not class interests.

However, the normal ascent to power involves not only the state program, but also its implementation. Therefore fifth axiom government argues that the government program may include only real measures and reforms. Quaint and utopian measures not only undermine confidence in the people in power, faith in political organization in general and will State Building, but just able to lose power. «For the statesman, this means that at any given moment in history it may take only a portion of the common good, and only that part of it should make the agenda» [1, 273]. Violation of this axiom generates incorrect phenomenon of political extremism and lead to the collapse of the state.

And finally, the sixth axiom argues that the state is fundamentally linked to distributive justice, but it has the right and duty to retreat from her then, and only when required supporting national and spiritual state of being of the people. The state as a whole has some independent tasks that sometimes only possible to refuse the equitable accounting and separation of the interests of all groups and classes, and a gradual and immediate implementation of justice may, under certain circumstances, to destroy the national and political life of the people. «The government should not and can not conduct reforms that destroy the very existence of the State or

play its full integrity. Sketchiness of power in this sense is realized as a certain defined configuration for a certain way of interacting transcendence power authorities, power elites, places and people presence. If any of the components is missing, it can lead to negative consequences.

State - is only one of the instances of power which holds quite certain exceptional resource (the general order and uniformity of procedures throughout) and so that is not a substitute for other institutions. Historically Sh. Montesquieu was the first who recorded several principles irreducible to each other bodies of government. It is not about the separation of powers - not how a government divided into three parts, and that there are several instances of individual bodies, each of which has an exclusive resource, and this instance has to negotiate between themselves.

The possibility of parallel existence of several instances of power generated several different kinds of power, including political, public, state, local authorities and others. All of them are different in purpose, methods, forms of manifestation, object and subject. A reconfiguration of power is due to the occurrence of three processes: integrating networks of trust, isolation categorical inequality and the elimination of independent centers of power who resort to violence and coercion.

Sometimes power is considered as a system of government. «State power - a form of government that has a monopoly on the publication of laws, mandatory for the entire population, is based on a special apparatus of coercion as a means to comply with laws and regulations» [4, 618]. Only the state government has a monopoly on how to get members of the public to carry out its intentions. Public authorities alike as a means organization and practical work to implement the goals and objectives of the organization.

Ivan Il'in paid much attention to the problems of power, especially its practical side. He offers six axioms of power, observance of which will build a strong national government and a strong state.

The first axiom of power emphasizes that the state can not belong to anyone but the legal authority. This means that the legislature should have a special - meaningful and spiritual competencies. «It is clear that the government is not authorized neither constitutional nor reinforced sense of justice of the people - can only show legislation, administration and justice due to the fact that will power that infringes and claims to power, and even if natural law it will randomly declared and approved, will remain remote

4. Horngren Ch.-Foster J. (2005): Managerial Accounting. St.Petersburg. 2005.

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Demyanyuk Antonina

BUDGET PROCESS AT THE LOCAL LEVEL:

PROBLEMS AND PROSPECTS OF MODERNIZATION

The article deals with budget process at the local level taking into account modern requirements of decentralized processes and social and economic development support. The essential characteristic features of budget process at the local level distinguishing its stages, procedures, technologies and support system was revealed. Budget reform processes in Ukraine were systematized distinguishing the stages of formation, structural changes and transformation to medium terminal planning. The advantages and disadvantages of some measures according to improvement of local budgets formation in Ukraine were investigated on the basis of critical analysis of some stages of their formation. Possibility to make public choice and support of its interconnection forming budget priorities with the aim of further modernization of budget process at the local level were shown.

Key words: budget process at the local level, stages, procedures, technologies, support systems, stages of budget reform, public choice.

Дем'янюк Антоніна

БЮДЖЕТНИЙ ПРОЦЕС НА МІСЦЕВОМУ РІВНІ:

ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ МОДЕРНІЗАЦІЇ

Розкрито зміст бюджетного процесу на місцевому рівні з урахуванням сучасних вимог децентралізаційних процесів та забезпечення соціально-економічного розвитку регіону. Розширено сутнісну характеристику бюджетного процесу на місцевому рівні з виокремленням його стадій, процедур, технологій та систем забезпечення. Систематизовано процеси бюджетної реформи в Україні з подальшим виокремленням етапів становлення, структурних змін і

переходу на середньострокове планування. У результаті критичного аналізу етапів реформування вдалося виявити переваги і недоліки здійснюваних заходів щодо вдосконалення формування місцевих бюджетів України. Встановлено важливість здійснення суспільного вибору і забезпечення його взаємозв'язку з формуванням бюджетних пріоритетів з метою подальшої модернізації бюджетного процесу на місцевому рівні.

Ключові слова: бюджетний процес на місцевому рівні, стадії, процедури, технології, системи забезпечення, етапи бюджетної реформи, суспільний вибір.

Демьянюк Антонина

БЮДЖЕТНЫЙ ПРОЦЕСС НА МЕСТНОМ УРОВНЕ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ МОДЕРНИЗАЦИИ

Раскрыто содержание бюджетного процесса на местном уровне с учетом современных требований децентрализованных процессов и обеспечения социально-экономического развития региона. Расширено сущностную характеристику бюджетного процесса на местном уровне с выделением его стадий, процедур, технологий и систем обеспечения. Систематизированы процессы бюджетной реформы в Украине с последующим выделением этапов становления, структурных изменений и перехода на среднесрочное планирование. В результате критического анализа этапов реформирования удалось выявить преимущества и недостатки проводимых мероприятий по совершенствованию формирования местных бюджетов Украины. Установлено важность осуществления общественного выбора и обеспечения его взаимосвязи с формированием бюджетных приоритетов с целью дальнейшей модернизации бюджетного процесса на местном уровне.

Ключевые слова: бюджетный процесс на местном уровне, стадии, процедуры, технологии, системы обеспечения, этапы бюджетной реформы, общественный выбор.

Such factors as: current state of budget instability, not adjusted forecasting questions and planning of local budgets indices, ineffective mechanism of division of revenues and costs between budget system stages and considerable differences at the levels of economic regional development and public welfare support show modern conditions of fiscal

громадський контроль

Introduction. Modern European countries are characterized by the existence of a complex and extensive system of power that manage society at different levels. Globalization and other world political processes are added to the traditional authorities and local government bodies more civil society. Media and other institutions also significantly influence the society and participate in the exercise of power. All this requires political scientists revert to the concept of «system of power» and clarify its basic components, the nature of relations, theoretical foundations of its own existence and so on.

Analysis of recent publications and researches. It should be noted that the power is a central category of political science, so different aspects of its formation, operation and transformation of scholars engaged at all times. Modernity has brought new emphasis in the current system of power, which is also reflected in the papers of national and foreign authors, among whom should remember T. Ball, N. Luhmann, W. Parsons J. Sartori, R. Shaihtudinov and V. Horbatenko, G. Muzychenko, S. Naumkina, M. Tomenko, F. Rudich, S. Teleshun, V. Shapoval and others.

Unsolved aspects of the topic. Development of democracy and the theory of democratic government in a modern state on the one hand, and democratic reforms in countries of Central and Eastern Europe on the other hand led to the need for the synthesis of theory and practice of the modern state, which was able to give an adequate description of the processes of formation of a new configuration of power in these countries.

Purpose of article. The purpose of this article is to analyze becoming new configuration of power authorities in the countries of modern Europe by determine the cause of current system transformation, as well as the main tendencies of its development in the near future.

The main material research. A major trend in the study and interpretation politics is a category of «power» and power' schematics. This means that one or more power makes technically constructible. Immutable things become relative. Developing technologies of power, and we are increasingly starting to refer to power from a technical point of view, because we can debate about what type of power you need to install and how to do it.

In order to understand the whole schematics of modern power must

Сегодня политологи говорят о системе (конфигурации власти), которая институционально представлена различными институциями, отличающимися друг от друга формой, целями существования, методами работы и т.д. Современные страны Центральной и Восточной Европы проходят свой путь формирования эффективной системы власти, поэтому очень важно сейчас четко определить причины трансформации власти и обозначить основные тенденции дальнейшего развития взаимоотношений между институтами власти на ближайшую перспективу. Такими факторами влияния та конфигурацию власти в странах Центральной и Восточной Европы названы глобализация, демократизация, падение коммунистической идеологии, а основной тенденцией дальнейшего развития признано усиление контроля за властью со стороны общества.

Ключевые слова: власть, конфигурация власти, институты власти, трансформация, модернизация, глобализация, политическое доверие, общественный контроль

Маслов Юрій

СТАНОВЛЕННЯ НОВОЇ КОНФИГУРАЦІЇ ВЛАДИ В КРАЇНАХ ЦЕНТРАЛЬНОЇ ТА СХІДНОЇ ЄВРОПИ: ПРИЧИНИ ЗМІН І ТЕНДЕНЦІЇ РОЗВИТКУ

Влада як центральна категорія політичного аналізу на всіх етапах розвитку суспільства зазнавала своїх змін під впливом ряду чинників, що впливають на її зміст, інституціональне наповнення та умови реалізації на практиці. Сьогодні політологи говорять про систему (конфігурацію влади), яка інституційно представлена різними інституціями, відмінними одна від іншої формою, цілями існування, методами роботи тощо. Сучасні країни Центральної та Східної Європи проходять свій шлях формування ефективної системи влади, тому дуже важливо зараз чітко визначити причини трансформації влади і позначити основні тенденції подальшого розвитку взаємин між інститутами влади на найближчу перспективу. Такими факторами впливу та конфігурацію влади в країнах Центральної та Східної Європи названі глобалізація, демократизація, падіння комуністичної ідеології, а основною тенденцією подальшого розвитку визнано посилення контролю за владою з боку суспільства.

Ключові слова: влада, конфігурація влади, інститути влади, трансформация, модернізація, глобалізація, політична довіра,

relations in Ukraine. It is very important to investigate theoretical base, realities and peculiarities of budget process at the local level for its modernization for further development of decentralization of taking budget decisions according to available regional resources, increasing of clarity of budget procedures, reconstruction of approaches to their argumentation and widening of influence of public institutions taking into account negative influence of above mentioned factors. At the same time it is necessary to improve support systems and technologies of budget process at the local level with a new model of forming of local budgets within social and economic regional development strategy implementation and building up public society.

Such native scientists as: V. Andrushchenko, N. Bak, L. Bezhubenko, O. Vasylyk, V. Demyanyshyn, M. Karlin, O. Kyrlylenko, V. Kravchenko, I. Lunina, S. Mykhailenko, V. Oparin, K. Pavlyuk, Iu. Pasichnyk, O. Suntsova, V. Fedosov, S. Iuriy and others investigated theoretical and practical questions of budget process. Next foreign scientists as: Sh. Blankart, G. Bukenen, K. Arrow, R. Musgrave, V. Pareto, A. Pigou, P. Samuelson, G. Stieglitz and others examined theoretical grounds and analyzed practical problems in budget process formation. The investigations of budget of some scholars in the beginning of the 20th century among which are: P. Kovanko, I. Ozerova, I. Chernikhova and R. Shturma are of great importance.

Nevertheless, some peculiarities and problems of budget process at the local level in the conditions of democratic and market transformations need to be investigated deeply. Actuality, scientific and theoretical value, practical importance and necessity to solve above mentioned problems are of great importance.

The aim of the article is to define problems and directions of modernization of budget process at the local level in the conditions of democratic and market transformations on the basis of theoretical grounds summarizing and analysis of native practice.

To our opinion, in the conditions of formation of democratic and market bases of state formation the essence of budget process at the local level is very important. Investigation and systematization of scientific approaches to the explanation of budget process create some reasons to differentiate the essence of “budget process at the local level”. Considering above mentioned we propose our own definitions for support systems,

technologies, procedures, stages of planning and studying of local budgets projects, their approving, fulfillment and making some changes, preparation, observing and approving paying attention to necessities of social and economic regional development including public institutions.

System transformations in Ukraine cause the necessity of budget process definition at the local level distinguishing its stages, procedures, technologies and support systems providing market and democratic transformations with the aim of social and economic regional development and public society formation.

There are qualitative peculiarities of budget processes stages which differ specifically and require planning project, observing and approving budget, its fulfillment and reporting.

Procedures of budget process require official fixed order of implementation, fulfillment and formation of budget strategy and policy development, planning, fulfillment, reporting and evaluation of efficiency of fiscal policy. Thus, procedures differ from stages by their quantitative and qualitative characteristics because they include formation of budget project and they are final after reporting.

Technologies of budget process comprise the sum of techniques, methods and ways of development, approving and implementation of budget decisions doing each procedure separately. Budget process fulfillment on stages and procedures using modern technologies is possible owing to effective support systems.

The complex of adjusted and operative systems is defined by support systems for real fulfillment of engagements in budget procedures implementation. The support system comprises organizational, informational, staff, technical, program and financial support.

Distinguishing stages, procedures, technologies and budget support process at the local level supplies its essential characteristic and defines characteristic peculiarities. Budget process procedures differ from stages by their qualitative and quantitative features and their approving is possible under conditions of modern technologies using and effective support systems functioning.

At modern stage in the sphere of fiscal relations in Ukraine there is a combination of two coordinative powers: market regulation and state administrative decisions through the process of public interests representation clearly observed at the local level.

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Maslov Yuri

FORMATION OF A NEW CONFIGURATION OF POWER IN CENTRAL AND EASTERN EUROPE: CAUSES OF CHANGES AND TRENDS

Power as a central category of political analysis at all stages of the development of society has undergone its change under the influence of a number of factors influencing its content and institutional conditions for the implementation in practice. Today, political analysts say the system (configuration of power), which is institutionally represented by different institutions, different from each other form of existence, objectives, methods of work, etc. Advanced countries of Central and Eastern Europe are their way of forming an effective system of public power, so it is important now to clearly identify the reasons for the transformation of government and to identify the main trends in the further development of relations between the institutions of power in the near future. Such factors influence is the configuration of power in the countries of Central and Eastern Europe called globalization, democratization, the fall of the communist ideology and the main trend of further development is recognized a gain public control of power.

Keywords: power, power configuration, the institutions of power, transformation, modernization, globalization, political trust, public control

Маслов Юрий

СТАНОВЛЕНИЕ НОВОЙ КОНФИГУРАЦИИ ВЛАСТИ В СТРАНАХ ЦЕНТРАЛЬНОЙ И ВОСТОЧНОЙ ЕВРОПЫ: ПРИЧИНЫ ИЗМЕНЕНИЙ И ТЕНДЕНЦИИ РАЗВИТИЯ

Власть как центральная категория политического анализа на всех этапах развития общества претерпевала свои изменения под воздействием ряда факторов, влияющих на ее содержание, институциональное наполнение и условия реализации на практике.

broken its territorial integrity.

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National budget system has been always reformed during the period of market and democratic transformations. We distinguish three stages of budget reform in our country.

The first stage of reforming began in 1991 and it was approved on June 29, 1995 the Law of Ukraine “About Budget System” in which the main issues of functioning of budget system in Ukraine were formed, incomes and expenditures of state budget, local budgets availability, executive power authorities in planning and budget fulfillment at all stages were determined.

At the second stage of budget reforming the processes of resolution and approving of Budget Code of Ukraine were taken in 2001. This stage serves for strengthening of budget system fulfillment and implementation of accurate cash registered reporting. Such main tasks of budget reform as: development of mechanism of the biggest effectiveness of budget management process achieving, strict control support and responsibility for its fulfillment were determined.

The next stage of budget reform which is still in process is resolution of the Law of Ukraine on July 8, 2010 “About Changes to Budget Code of Ukraine” [3]. At the next stage of national budget system the reforming transformation to medium term budget planning and main program method in budget system are expected.

The very important issue of budget process reforming is support of local budgets equilibrium. The principle of budgets equilibrium in our country is in equilibrium of expenditures of state budget and incomes during some period determined by Budget Code of Ukraine. Thus, equilibrium of local budgets of Ukraine is of great importance and budget resources should guarantee this issue. Imperfection of institutional and legal base of interfiscal relations management before resolution of Budget Code of Ukraine was in the next:

– there was no clear division of expenditures between state and local budgets and local government was not responsible for budget services, their quality and transfer expenditures to the local budgets without support of corresponding resources;

– local governments had no possibility and motivation to plan, foresee and form incomes of local budgets because the main part of incomes of local budgets was formed owing to income deductions standards of which changed every year;

– the order of bank transfers between state and local budgets was not clear enough because it was done on the basis of subjective assessments of foreseen income and expenditures which caused local governments to react adequately on budget decisions taken by higher authorities and increase out of budget funds, continue holding ineffective social infrastructure financed by local budget costs and all this caused increasing credit debt [2, p. 168].

Introducing the main norms and regulations according to interfiscal relations reforming on the basis of economic effectiveness, social fair, budget necessity and responsibility for making decisions was done in Budget Code to balance local budgets of Ukraine.

It is necessary to note that income division is a base for differentiation of incomes and expenditures between levels of budgets. The main changes were at the level region – district, city –town – village; it differentiated clearly between all budget levels and gave a possibility to form a base for calculation of bank transfers which is calculated with the help of formula method.

But it is important to say about insufficiently considered legal acts in Ukraine which differentiate enough the functions between state levels solving problems of local budgets equilibrium. The very problem is in insufficiently considered results after making decisions by state governments which influence incomes and expenditures of local budgets.

Such directions of local budgets reforming in Ukraine are defined at the present stage:

- increasing of effectiveness of the process of forming local budgets expenditures and decentralization of budget costs management;
- improvement of control system of interfiscal relations;
- implementation of quality planning of local budgets for medium term prospect;
- deepening of local budgets investment component;
- performance insurance of budget process organization and monitoring at all stages and reinforcement of responsibility for violation of budget legal system;
- increasing of budget process procedures clearance with the purpose of democratic principles state building support [7].

It is necessary to take into account forming of democratic and development of market principles management in budget system

the political mobilization of this field was played by a referendum in the Crimea, which was held on 16 March 2014. Migration processes of previous decades resulted into increasing to high percentage of Russians as part of Crimea. The Ukraine's new leadership with a focus on the West began to adopt legislation that limited the full democratic development of migrant groups in Crimea. The political process was not controlled. The result - Ukraine has lost part of its territory, which peacefully on free expression during the Crimean referendum came under the jurisdiction of Russian Federation. Such was the result of cooperation between migrant groups in Crimea with the political parties which declare in their programs the protection of migrant interests. During the referendum migrant groups supported the idea of the general main task - to unite voices to solve all the problems themselves. It is important to mention that fact that newly formed group of migrants acquire the character of political parties, but rather, become so-called political parties with national content. This theory is again confirmed by fact of holding of a referendum in the Crimea, in which the main objective is primarily attentiveness of migrant groups, led by the Russian minority in the social and political processes of the state. It was many times declared by leaders of referendum, it helped to fight for the rights of the Russian language, territorial autonomy. There were calls for support of different migrant groups to each other. The processes of political migrant mobilization in the Crimea indicate a desire of representatives of Russian immigrants to consolidate its lead over other ethnic groups, immigrants and turn them into a "support group". A migrant groups realized well the fact that most of the problems facing them today will be decided depending on the proportion of their presence in government at different levels. That was the main factor of political mobilization of migrant groups at nowadays stage. As a result, there is a need to study the following **conclusions**: analysis shows that migrant minorities, attaining their political establishment, trying to decide about their political interests. In particular, migrant minorities trying to create a political party, political elites, the media and others. The world experience states that it is quite acceptable and optimal form of political life of migrant minorities. However, the Crimean referendum became a culmination in achieving this goal: the struggle for the rights of groups of migrants ended for them in victory of an unprecedented scale. As a result of such destructive political process Ukraine has lost part of its territory, that had

middle of migrant groups. Such processes are often caused by the fact of trying of some groups to gain recognition and support from the foremost authorities. The political migrant mobilization and mostly Russian, activated in the east, the south of Ukraine and Crimea. They quite clearly defined its place in politics, were on the side of local government against usurped central government, believing that it ignores the laws of Ukraine, which are intended to protect the interests of migrants. "Only by combining efforts ... You can achieve real results" - say the classics of political science [1] .. The purpose of political mobilization - to achieve the impact of migrants on the power in state, in proportion to their contribution to the development of the country and its economy "[2] . Before holding the referendum in the Crimea, migrant groups stated that Ukraine has "numerous individual cases of discrimination based on nationality, practically solved the problem of education in the mother tongue. The representatives of migrant groups do not take part in activities in region as a representative and executive power structures. They offered to "establish direct contacts with political parties, non-governmental and civil, including human rights organizations, in order to explain their position and the normalization of the political situation surrounding the problem of migrants in the region." They initiated the creation and adoption of legal regulations to Verkhovna Rada of the Autonomous Republic of Crimea, which should ensure compliance with the legal rights of migrants in the region. Having been publicized in the regional media, the regional representatives of various parties addressed in support of migrants.

Migrant groups expressed dissatisfaction with the activities of the government.

It was the impetus for migrants to take an active part in the real political will of Crimean society . As a result the Crimean referendum became an example of destructive political process in our country. [4]. Ukraine has lost part of its territory, that had broken its territorial integrity. Recently, the "Russian factor" is increasingly gaining new positions in public and political life of Ukraine. Such Russian organizations as the "Russian Soviet of Ukraine", "The Ukrainian Society of Russian Culture" Rus ", " Congress of russian organizations of Ukraine ", " Russian Assembly "(such organizations in Ukraine more than 30) stepping up its activities not so in the cultural area as intensified level of political mobilization and began to unite over a national societies of other migrants. A special role in

equilibrium in general and reforming in budget and another business spheres in the process of budget process modernization at the local level allowing development of financial independence of local self-management with clear distribution of budget resources and authorizations.

Budget processes determination in democratic state is considered to reflect public advantages and should be based on public choice. But as practice shows it is very large problem to implement this principle at the stage of fiscal policy forming not only in Ukraine but in most countries. Real public life, determination and implementation of fiscal policy give a challenge for democratic public ideology and science, especially for economic one [8, p. 3].

It is reasonable to distinguish such peculiarities of theory of public choice defining analytical schemes of budget decision making developed on its base:

- for a characteristic of human behavior in political sphere the same hypothesis as in new classic economic theory are used: the hypothesis of own interests observance, completeness and taste transitivity, and rational maximization of the main function;

- the process of revealing personal tastes is interpreted mostly using terms of market interaction: human relations in political spheres are considered to be described by terms of mutually profitable exchange;

- the same questions are investigated which are very important for new classic price theory (questions about existence and stability of political equilibrium, the methods of its achieving and evaluation based on cost-benefit principle Pareto) [5, p. 1211].

Public choice is for decision making in the sphere of local finances by the way of voting and decision making at the stages of observing and approving of local budget.

The prospects of budget process modernization are in determination of an important role of public choice which ideally should be a base for fiscal state policy. It is a reflection of advantages of citizens. Because of different opinions about a resolution of budget decisions fiscal policy is developed taking into account interests of majority but also these decisions should be compromise with interests of minority. It is very important to support the balance of interests of different public groups, their different opinions about ways and methods of solving economic problems.

Investigation and approving of budget is a complex phenomenon

combining scientific interests of different directions and cause the definitions of economic and financial aspects. To these aspects belong: economic conditions of developing and approving of budget decisions; economic and political interests of different deputies, political parties and financial and industrial groups in sums of budget fund and expenditures determination; budget procedures, their content and conducting sequence; interconnection between different branches of government in forming and budget costs distribution[4, p. 428].

The results of fiscal policy and assessment of concrete decisions in the sphere of budget relations are explained by positive and normative versions of public choice theory. Positive variant of public choice characterizes political technologies of budget process under conditions of direct and representative democracy using different voting procedures and reveals the motifs of voters' behavior. Normative interpretation of public choice theory explains the problems of social justice, rights and obligations of citizens and moral and ethic factors of financial interaction between society and state [1, p. 120].

Public benefits support should be a result of public choice in the context of budget processes procedures without regard for inhabitation within the same country. The concept of public benefits under modern conditions of democratic and market transformations is distinguished as important and necessary segment of strategic development of Ukraine. Indisputable key factor of economic stability and a guarantee of public welfare is the level of public welfare support at the local level in particular and in the whole country in general.

The important structural characteristic in public welfare support is a degree of decentralization of state finances. Decentralization gives an opportunity to adapt public welfare support to tastes of local citizens, increases the responsibility of local governments and effectiveness of state sector activity implementing some competitive elements. Paying attention to macroeconomic instability which needs to be concentrated on a state level of fiscal policy instruments, a considerable state debt dependency, tendencies of state paternalism and irregularity of territorial development it is necessary to define clearly optimal proportions of costs distribution between state and local budgets.

Support of advantages of public welfare rendering at the local level foresees:

of social and political relations. [5]. The political mobilization of migrants is primarily showed in establishing of close communication, joint arrangements or actions, expressing its active position on the adoption of certain policy decisions. The processes of political mobilization of migrants are often activated on the eve of important national actions, including elections at different levels. We can watch the creation of different political groups and organizations on the basis of combining groups of migrants through which their representatives have the opportunity to participate actively in the political process of the country. . Significant role in terms of political mobilization of migrants, as well as other groups in general, is played by such factors as "danger motif" and the so-called "principle of justice."The political migrant mobilization may be present due to not only a competition of different ethnic and national groups, it can also be as the result of government policy. Important factors of political mobilization of migrants include such as institutional (the union at a particular political party or organization), leadership (union over a certain person, leader), the problem (unification over common problems of migrants). The effect on the level of political mobilization of migrants is caused particularly by foreign policy factors, policy of individual states and political leaders of the country from which immigrants come. [6] The not less important role in the political mobilization of migrants play an authority of organizations representing a particular group of migrants, the presence of influential leaders among them. During the analyzing of the activity of migrants, it is possible to state about consequence of other factors that promote the development of political mobilization of migrants. In particular, it compromising - the willingness of certain groups of migrants to cooperate with others, openness to collaboration.The activity of migrants development and institutionalization contribute the creation on their basis of certain migrant groups, national societies, national movements or political parties. [5]. Significant meaning in the political mobilization of migrants is played with an ideological factor. Practically all unions of migrants make certain ideology that holds their group solidarity. The ideological factor is quite influent and encourages consolidation for further action. However, we can observe that due to the political mobilization migrants can't often act as a monolithic structure. There is not infrequently association into stronger structure is accompanied by a struggle for the leadership of the new organization between the migrant groups. There are often splits in the

of the political process were studied by representatives from both American and European political schools (including Russian and Ukrainian). Migration matters were more contemplated by engaged sociologists and etnopolitologists. Therefore, the source-base of this study was the work of Dahrendorf P. «Road to Freedom: Democratization and its problems in Eastern Europe», "Migration: a disaster zone (formation of Russian policy in the field of migration)", Salmina A.M. "The political process and democracy "etc. .. Since the establishment of Ukraine as an independent state, the role of immigrants in our country has increased significantly. Looking after the migration processes in our country for last years, we can see that there is intensive political integration of migrants in domestic processes of state, but their role also greatly enhanced (both positive and negative) in international relations. This position became the base for the allocation of **unsolved aspects of the problem** - the impact of migration on the political process in Ukraine and determined the **relevance** of this study. The political integration of migrants is particularly dynamic in recent years. Most politicians are well aware of the impact of immigrants on the socio-political and economic processes in the country. **The aim** of research - to trace the impact of migration on the political process in Ukraine at example of last events in the Crimea. **The tasks** of work: to generalize theoretically the possibility of destructive political process with the participation of migrants and trace its unintended consequences that lead to the loss of territorial integrity. **The statement of main material of the study.** Describing the activities of migrants in Ukraine for last years, we can state that their level of political activity has increased significantly, which is typical for the largest and socially active groups of migrants: Russians, Jews, Moldavians and others. Research materials for the scientific study were documents that reflect the activities of migrants - handling, program, conference materials, work plans migration services, materials, media and more. These materials indicate that some groups of migrants differ by special activity and mobilization processes can be seen among them. [7] .. The migrants, protecting their interests, in addition to cultural, linguistic, and religious issues, often impose requirements on equal subdividing of power between the representatives of all nationalities living in the country. At the beginning of the 3rd millennium migrant mobilization processes increased significantly, therefore, the association of representatives of different migrant groups for implementation of certain purposes in the field

- sufficient independence of local governments in questions of determination of size and structure of local budgets expenditures;
- clear distribution of expenditures between levels of government considering economic criteria;
- sufficient administrative and financial capability of local governments for proper fulfillment of their functions;
- effective corresponding stimuli and mechanisms of local governments in the context of support of efficiency of public welfare rendering [6, p. 12].

The main advantage of local support and financing of public services in the context of budget process modernization at the local level is in giving an opportunity to support a wide range of tastes and requirements according to local changes in the models of demand and financial possibilities. Every local public group can require services within its own public choice. It supports a great flexibility of political process and gives a possibility for citizens to choose strategic vectors of regional development on their own or through elected representatives.

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в украинском политическом процессе. Определенную роль в условиях политической мобилизации мигрантов играют факторы: "мотив опасности", "принцип справедливости". Политическая мобилизация мигрантов может быть обусловлена не только конкуренцией различных этнонациональных групп, она также может стать результатом государственной политики. Важными факторами политической мобилизации мигрантов можно назвать такие, как институциональный (объединение вокруг определенной политической партии или организации), лидерский (объединение вокруг определенного лица, лидера), проблемный (объединение вокруг определенной проблемы). Влияние на уровень политической мобилизации мигрантов имеют и внешнеполитические факторы и др. Эти положения определяют позитивность или деструктивность политического процесса. Крымский референдум стал примером деструктивного политического процесса в Украине.

Ключевые слова: мигранты, политическая интеграция, политический процесс, политическая мобилизация

Statement of problem. Since the beginning of the democratization the participation of migrants in social and political life of Ukraine has increased noticeably. Political activity of migrants is caused by political, economical and cultural situation in the country.

The main problem of progress of civil society, which is in the process of creating and covers various communities, including migrants, is their status which would guarantee either their engagement in civil society or identification according to the area of residence simultaneously. This peaceful coexistence of migrants of different nationalities gives an opportunity to state to develop successfully, and is also a source of political and social stability. A democratic society guarantees to migrants the support of cultural development, obtaining an appropriate status in society and access to resources, including political. Activity of migrants are not limited only by problems of culture and language. Sooner or later, this process becomes politicized, therefore there is the need to assume the migrants as an important political factor. **Object** of research - migration and the political process. **The subject** of scientific inquiry - the patterns of interaction between migration and political process. **Assay of recent researches and publications.** In the international political science subjects

of government policy. Important factors of political mobilization of migrants can be called such as institutional (union around a particular political party or organization), leadership (unite around a certain person, leader), the problem (unite around common issues for migrants). The impact on the level of political mobilization and foreign workers are the factors and others. These provisions define positivity or destructive political process. Crimean referendum became an example of destructive political process in Ukraine.

Keywords: migrants, political integration, political process, political mobilization

Козловська Людмила

МІГРАЦІЯ ТА ПОЛІТИЧНИЙ ПРОЦЕС В УКРАЇНІ

Важіль міграції в українському суспільстві обумовлений процесами становлення державної незалежності. Ріст міграційних процесів за останні роки пов'язаний зі зростанням їхнього місця в українському політичному процесі. Певну роль в умовах політичної мобілізації мігрантів відіграють фактори: "мотив безпеки", "принцип справедливості". Політична мобілізація мігрантів може бути обумовлена не тільки конкуренцією різних етнопонаціональних груп, вона також може стати результатом державної політики. Важливими чинниками політичної мобілізації мігрантів можна назвати такі, як інституційний (об'єднання навколо певної політичної партії чи організації), лідерський (об'єднання навколо певної особи, лідера), проблемний (об'єднання навколо спільної для мігрантів проблем). Вплив на рівень політичної мобілізації мігрантів мають і зовнішньополітичні чинники та ін. Ці положення визначають позитивність чи деструктивність політичного процесу. Кримський референдум став прикладом деструктивного політичного процесу в Україні.

Ключові слова: мігранти, політична інтеграція, політичний процес, політична мобілізація

Козловская Людмила

МИГРАЦИЯ И ПОЛИТИЧЕСКИЙ ПРОЦЕСС В УКРАИНЕ

Рычаг миграции в украинском обществе обусловлен процессами становления государственной независимости. Рост миграционных процессов за последние годы связан с ростом их места

UDK classification: 338.12.017:711.455:338.462:338.48

Dopira Iryna

THE PECULIARITIES OF RESEARCHING CONJUNCTURE OF SANATORIUM AND SPA SERVICES MARKET

The article defines characteristics of market research services. Investigated the conditions of the spa services. The features of the demand for spa services. Detailed investigation the functional components of the resort enterprises and features of organization of spa business. *Organization of spa business occurs at three levels: top, middle and lower levels. Top level is formed by government regulation of resorts and tourism. Middle level - manufacturers of medical services (spa facilities and non-resort institutions). Lower level - distributors of medical services (social insurance fund and travel companies).* It is necessary to establish a close relationship between all levels for the coordinated work of the entire market of spa services.

Recommended managers of intermediary organizations should be well aware of the Ukrainian and foreign markets of medical services, study the demand and choose the desired profile for the customer, based on medical resources and climatic conditions and temporal adaptation, as well as create and sell medical tours to maximize satisfy the demand the demand of different groups.

Keywords: conjuncture of the market, sanatorium and spa services, spa facilities, demand, market of services.

Dopira Iryna

ОСОБЛИВОСТІ ПРОЦЕСУ ДОСЛІДЖЕННЯ КОН'ЮНКТУРИ РИНКУ САНАТОРНО-КУРОРТНИХ ПОСЛУГ

У статті визначено особливості дослідження кон'юнктури ринку послуг та умови надання санаторно-курортних послуг. Виявлено особливості попиту на санаторно-курортні послуги. Детально розібрані функціональні складові курортних підприємств та особливості організації санаторно-курортної справи. Організація санаторно-курортної справи відбувається на трьох рівнях: вищому, середньому та нижньому. Вищий рівень формують державні органи керування курортами і туризмом. Середній рівень – це виробники лікувальних послуг (санаторно-курортні установи та некурортні установи). Нижчий рівень – реалізатори розподілу лікувальних послуг

(фонд соціального страхування та тур-фірми). Треба налагодити тісний зв'язок між всіма рівнями для злагодженої роботи усього ринку санаторно-курортних послуг.

Рекомендовано управлінцям посередницьких організацій вміти орієнтуватися на українському і закордонному ринках лікувальних послуг, вивчати попит, обирати для споживача оздоровниці необхідного профілю з урахуванням лікувальних ресурсів і умов кліматичної і тимчасової адаптації, а також формувати і реалізувати лікувальні тури з метою максимального задоволення попиту різних груп населення.

Ключові слова: кон'юнктура ринку, санаторно-курортні послуги, санаторно-курортні заклади, попит, ринок послуг.

Допира Ирина

ОСОБЕННОСТИ ПРОЦЕССА ИССЛЕДОВАНИЯ КОНЬЮНКТУРЫ РЫНКА САНАТОРНО-КУРОРТНЫХ УСЛУГ

В статье определены особенности исследования конъюнктуры рынка услуг и условия предоставления санаторно-курортных услуг. Выявлено особенности спроса на санаторно-курортные услуги. Детально разобраны функциональные составные курортных предприятий и особенности организации санаторно-курортного дела. Организация санаторно-курортного дела происходит на трех уровнях: высшем, среднем та нижнем. Высший уровень формируют государственные органы управления курортами и туризмом. Средний уровень – это производители лечебных услуг (санаторно-курортные учреждения и некурортные учреждения). Низкий уровень – реализаторы лечебных услуг (фонды социального страхования и тур-фирмы). Необходимо наладить тесные связи между всеми уровнями для налаженной работы всего рынка санаторно-курортных услуг.

Рекомендовано управленцам посреднических организаций уметь ориентироваться на украинском и иностранном рынках лечебных услуг, изучать спрос, выбирать для потребителя лечебницы необходимого профиля с учетом лечебных ресурсов и условий климатической и временной адаптации, а также формировать и реализовать лечебные туры с целью максимального удовольствия спроса разных групп населения.

Ключевые слова: конъюнктура рынка, санаторно-курортные услуги, санаторно-курортные учреждения, спрос, рынок услуг.

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MIGRATION AND POLITICAL PROCESS IN UKRAINE

Lever migration in Ukrainian society due process of becoming an independent state. The growth of migration in recent years associated with the growth of their place in the Ukrainian political process. A role in a political mobilization of migrants factors play a "danger motif", "principle of justice." The political mobilization of migrants can be caused not only by competition of different ethnic and national groups, it can also be the result

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Problem setting. Conjuncture of the market reflects the economic conditions prevailing at a particular time in a particular market as a result of combined actions of factors and conditions that determine the supply and demand ratio for tourism products and are characterized by the level and dynamics of prices for goods and services in tourism.

Conjuncture is an integral feature of the market functioning. It is made as a result of combined action of internal and external conditions and factors and describes the state of the market at the particular time and in the particular place. An indicator of the conjuncture is dynamics and vibrations, subject to the cyclical development of the world economy, which finds its expression at different levels. At the micro level short-term fluctuations and changes in supply / demand ratio are investigated, which affects the operation of the market, at the macro level - the medium and long-term market trends are taken into account in the sectorial and national strategy of social and economic development. Fluctuations in the touristic market, as a part of the global economy, depend on its cyclical development. The mechanism of this action is illustrated in N. D.Kondratiev's theory of "big waves", which shows the nature of the combined effects of interrelated factors that appear in the short, medium and long-term market trends.

The economic content of spa and resort industry is all about fulfilling the work and providing services with the help of natural medical resources. Ukraine takes one of the leading places in Europe in ensuring spa resorts and natural resources. The modern market of therapeutic recreation includes leisure companies, which produce medical services (resorts, rest houses, etc.) and travel agencies – broker- companies, who sell these services.

Medical and health facilities of the resort area are set to activate the process of reproduction of people's health. This reflects their close connection with the sphere of material production - increased efficiency, reduced payments for temporary disability, increased working hours (economic aspects), life expectancy, reduced morbidity (social aspects).

Analysis of recent research and publications. Interest in the problem of spa and resort industry is growing at all levels, which is reflected in the works of national and foreign scholars. So the problems of spa facilities organization is dwelt upon in the works of O.O. Lyubitseva, N.V. Chornenka, M.J. Lemyesheva, M. Lechyk, E. Samartsev, I. Priyanchuk, V. Semenov, K. Babov, B. F. Ometsynsky, N.P. Drinevskyand others.

The main service of spa companies is medical treatment of consumers. More often, however, this service is implemented in conjunction with related services: catering, cultural services, entertainment and more. And this specifics of spa services is often not taken into account and not considered to be the means of meeting the tourists' needs. This study will help to find a solution to the main problems of spa and resort facilities.

The purpose of this article is to study the peculiarities of the process of researching of spa services market situation the characteristics of market research of spa services, factors that affect the demand in this area.

The main material of the research. Specificity of spa and resort industry is that:

- Firstly, the process of creating a product is presented in the form of providing service or performance (treatment, medical rehabilitation) see. fig. 1;

- Secondly, among the manufacturing factors the most important one is value, determined by rarity and unique healing properties of natural resources;

- Thirdly, it has a distinctly seasonal features, which is especially important for resorts;

- Fourthly, there are certain similarities and differences between the resort and recreational activities;

- Fifthly, it has a complex, integrated character.

Services are the activities or operations, during which there is no performance and no new materials or products are created, but the quality of an established product is changed. Consequently, the service is the benefit, provided not as material things, but in the form of useful activity - work performed, services, information, that means that service is a purposeful activity, the results of which brings useful effect. [3, p. 160].

Spa services are an integral part of tourism. The peculiarity of touristic services is defined as a process and result simultaneously, that is the product of integrated service activities. The main reason of the separation of the tourism market is the difference of tourism services and simply spa services. Tourism and simply spa services have a number of specific features [3, p. 151]:

- *Intangibility* of services until the consumer tries it, feels it, touches or experiences it by himself. The process of determining consumer

courses of foreign policy of Ukraine”, where the European vector was registered. It was not realized, but in the documents it was indicated” [31, p.21].

Conclusions. Therefore, summarizing the material outlined in the article, it can be stated that on an informational level in the researched period the dominating ones still were the “pro-European” expert assessments and political commentaries in the analyzed mass media. The moderate and sufficiently objective assessments concerning the signing of Association Agreement with the EU were provided by experts and observers of political weeklies “Komentari”, “Dzerkalo tyzhnya”, “Fokus”, and the daily newspaper “Den”. However, a more traditionally radical position regarding the “Eurasian vector” of foreign policy of Ukraine was taken by “Ukrayinsky tyzhden” (Ukrainian week). We will also note that the problems of relations first of all between the USA, Russia and Ukraine remain actual during the whole current year, which clearly finds its reflection at the pages of leading general political publications.

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place after the Euromaidan have greatly changed the adjustments of public opinion regarding the European perspectives of Ukraine. According to the results of sociological poll of Horshenin institute, conducted this May, 59,7% of the respondents consider that Ukraine has to move in the direction of the integration with the EU. In the same time, only 18,8% of Ukrainians have spoken for integration with the Customs union [28].

However, some American experts emphasize that it is necessary to stick to the balanced position in the Ukrainian issue. As one of the famous American foreign policy analysts, professor of Columbia University Robert Legvold noted, modern tactics of the USA (and the West in whole) regarding the crisis in the Eastern Europe about Ukraine, and in other possible crisis situations as well, should be the following. The USA and their European allies have to concentrate their attention on how to “influence the choice of Russia through the formation of the events and not by the way of attempts to change the outlook of the Kremlin”. In the opinion of the expert, Washington together with Brussel should provide Ukraine with “that economic aid which it needs so desperately. Of course, at the condition of real steps to correct the corrupt political system” [29, p.4].

Really, the internal problems, which Ukraine has to solve today (and not only the politics, but a community in whole) are complicated and multifaceted, but one of them is the most serious and reflects the fact that our country is on the civilization borderlands. On this a famous philosopher and political scientist M.I. Mykhalchenko aptly wrote several years ago: “Today it is still hard to determine, to which civilization Ukraine belongs. In our country a totalitarian and a liberal culture of thought and actions coexist. Confrontation, schism of orientations and of value system are the characteristic features of social life. Moreover, in the culture and in the way of life of every person a legacy of traditionalism, totalitarianism and the features of liberalism are entwined into such whimsical schemes that sometimes it seems that both a society and a person hover (got stuck) in the age of the intertemporal, in the intercivilization space” [30, p.447]. Albeit we will remind that at the first stage of independence in Ukraine there was quite clearly singled out one of the vectors of foreign policy. Leonid Kravchuk in an interview for “Fokus” weekly, assessing the position of the president and the government of the first years of independence on the “European” issue, has emphasized the following: then “we had enough powers and wisdom to adopt some European laws. For example, “On main

service quality, thus, cannot be ascertained with the help of the smell, color or other characteristics peculiar to material goods;

- *Inseparability* of production and consumption of services. The above description of services indicates the presence of a producer of recreational services, i.e. gives priority to a certain location and so limits the choice of consumption;

- *Variability of quality*. The action and effect of recreation, especially spa services, is difficult to predict and control, as the effect of treatment or rehabilitation sooner or later will disappear;

- *Limited time* of services that does not allow the firm to keep it in order to provide the consumer with it before or after a certain time. Therefore the probability of non-rhythmical demand increases that may affect the growth of production and financial risks of doing business;

- *Relative easiness of copying services*, which makes it just as easy to copy competitors and does not require the purchase of a sample, for example, the material production of physical goods. The relative nature of services is determined by the usage of certain patented medical devices or methods while, for example, treating a diseases. In this case special knowledge is required and copying services shall not give the expected benefits from its consumption.

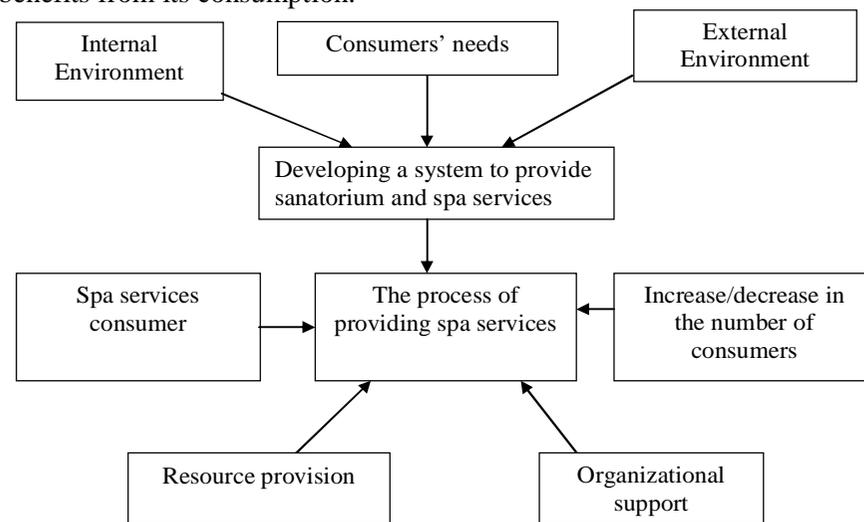


Figure 1. Terms of providing spa services

Inherent service features increase the risk for the buyer in choosing services. V.Markova identifies two reasons, which distinguishes services market from other markets [3, p. 151-152].

The service doesn't exist until it is provided, which prevents comparison and assessment of a service before its receipt;

Services are characterized by a high degree of uncertainty that puts the customer at a disadvantage, and makes it difficult for vendors to promote services to the market.

Most often the service is understood as a result of direct interaction between of a performer and a consumer, or an industrial activity which meets the needs of the consumer. Studies show that services cannot be understood in one dimension, in a particular system of concepts classification, as this will limit the understanding of all services and especially recreation services.

Specific features of a service are not limited to relatively bigger labor capacity compared with the production of material goods, but also significantly lower proportion of material costs at the final stage of producing services.

Research of the touristic market conjuncture involves identifying the range of conditions and factors that are currently have the most significant impact on the formation of supply and demand on domestic and international markets (depending on the size of activities), determine the strength and direction of their effects to predict environmental changes for a specified period. The main stages of researching spa market are:

a) current observations focused on gathering, evaluating, organizing and primary processing of market information;

b) analysis of market data to identify trends and patterns of the market conjuncture;

c) forecast of conditions at the investigated market that is the basis for developing the strategy and tactics of tourist businesses to enhance competitive position.

There are separate supply and demand conjunctures on specific markets; price and commodity conjunctures and forms of its manifestation (Fig. 2). Supply and demand are formed in the result of combined actions of different conditions and factors besides their ratio and impact strength are different all the time. This defines the specific requirements for the selection and evaluation of factors: it is mandatory to take into account total

and Russia are able to erase the borders of a "holistic and free Europe". The German business elite is primarily interested in such relations (and the Italian one and of some other countries as well), its attention "is focused on commercial perspectives of Russia which is on the stage of modernization" [23, p.103]. Therefore, the EU has today faced the much deeper geostrategic divide, where a significant role is played by the commercial factors, and not only purely geopolitical factors. As the authors of the solid periodical on the problems of the modern stage of development of the international system indicate, today are born the "new formats of regulation of the international environment", which change in the context of multilevel global and regional dimensions [24, p.247].

"Den" newspaper, systematically providing the positions of foreign press, has expressed the hopes for a more moderate and adequate position of the leading geopolitical actors in the Ukrainian issue. In particular, they referred to the British newspaper "The Independent". At the columns of this periodical it was noted that the stability of Ukraine can be ensured only then, "if Russia, Europe and the USA will cooperate, and not view this country as a prize". Moreover, an opinion was expressed here, that being a careful politician, President Obama "does not demonstrate any desire to start a confrontation with Moscow". In the same way the countries of Europe think, developing the package of economic aid for Ukraine. An in the "perfect option of the course of events Russia will take part in this process". The result of analytical forecast is the following: "Nobody knows how this crisis will end. But even in this complicated moment Ukraine can become a bridge between the East and the West" [25, p.3]. However, the crisis, both of home policy and of foreign relations has significantly deepened, in spite of that during 2013 "the EU and Russia have tried to do everything for Yanukovich to still refuse from balancing and decide with the direction of integration" [4, p.126].

Speaking about the Eurasian vector of integration of Ukraine, the Ambassador of the USA in Ukraine Geoffrey Pyatt in the interview for "Den" newspaper has expressed his surprise on the fact that namely in Ukraine where Russia usually "has so much soft force influence, the Kremlin has allowed using only its harsh force" [26, p.4]. Besides, the observer of "Den" v. Dubnov emphasized that earlier nothing (as it happened after the European Maidan) has opened the "gateways in the Russian public opinion, as Ukraine did" [27, p.3]. But the events that took

separatism at the southern east of the country. Generally, the position of American elite on the Ukrainian issue is oriented at the absence of confrontation with Russia concerning the entry of Ukraine into NATO and is inclined to the model of “finlandization of Ukraine”. We will once more remind that in due time the Finnish policy of a bridge between the West and the USSR has helped to preserve the territorial and economical sovereignty of Finland [19, p.6].

It is clear that the perspective to hide in the nearest years under the geopolitical umbrella of NATO is unlikely for official Kyiv. As the political observer of “Komentari” weekly O. Ivanov writes, “frankly speaking, trying to escape under the umbrella of North Atlantic Alliance, it is necessary to realize that apparently only a part of Ukraine will make it” [20, p.4].

The key geopolitical interests of Washington, according to the expert Maksym Mykhailenko, in global context remain the two (if it is first of all about the energy component): pull Ukraine out of the influence of Russia and return again to Syria issue, through which in particular a gas transit from the Gulf countries to the EU is ensured. We should not forget, as this author of one of expert materials notes, that in Eastern Europe (and in Ukraine) it has been started and will be further expanded the production of natural gas from shale rock. What is more, even Japan has started the production of the shale rock oil today [21, p.6].

As for Europe, it can be stated that much has changed in its traditional vectors from the times of the cold war. A single defense and foreign policy of “confederative Europe”, united around the French and German core, could become the best formula of cooperation and a “guarantee against any attempt to start an unjustified military adventure”, - this wrote in the distant 80s of the XX century a French admiral Antoine Sanguinetti in one of the compilations dedicated to the problems of international safety in the context of “East-West” relations and published then in Moscow [22, p.173]. However, 30 years have passed, and the geopolitical, and more precisely, geo-economic situation has fundamentally changed. Today the very fact of existence of a traditional security union of the leading states of the West can sometimes decide little in the international policy. A moment has come, when, as Z. Brzezinski openly writes, all European countries “evade the serious obligations” even within NATO. Moreover, in his opinion, the special relations between Germany

interaction of all phenomena of social and economic life; it is unacceptable to transfer development trends and conditions of one market to another one; it is necessary to ensure continuity and consistency in terms of researching conjuncture taking into account its constant variability. [2, p. 263].

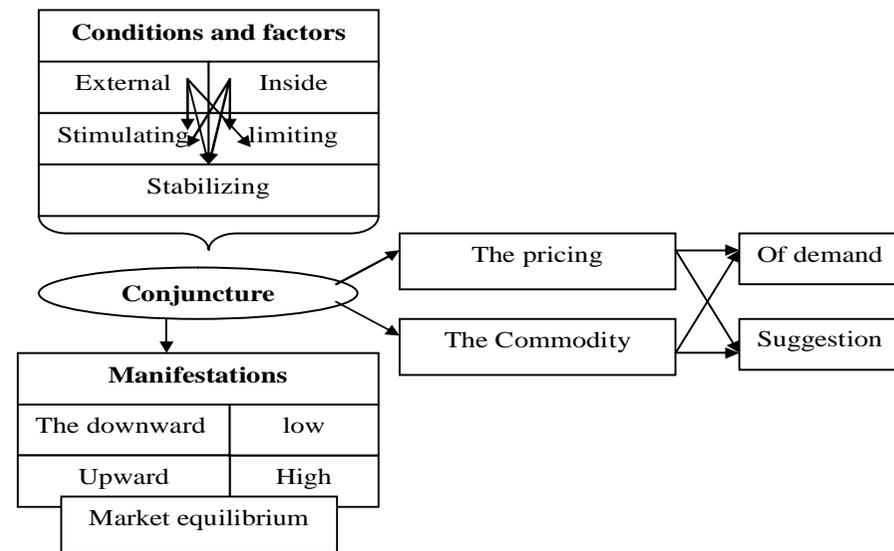


Figure 2. Conjectural market structure

The conjuncture of spa market is significantly affected by the degree of state regulation of market activity in general, government policy on tourism market, and the development of market structures and mechanisms. The terms of competition and challenges while entering the market are determined by these factors, as well as business conditions of implementation of spa services and products.

The market situation is characterized by the dynamics of prices and business activity. Market business activity can be determined by the number of concluded contracts for a specified period. Price is a barometer of commodity situation, which reflects the main features of spa services (quality, inherent in the content of service characteristics, nature and frequency of demand, etc.). The objective basis of pricing is socially necessary labor costs to manufacture certain products for a given level of

skill and intensity of labor based on the market value of the product and its value to society. The process of pricing is contradictory, based on different approaches: an approach centered on cost; approach centered on the value of goods for the consumer and the approach based on competition. The choice of approach is conditioned on marketing policy of the company, severity of competition in certain markets.

Depending on supply and demand ration there are low and high conditions of conjuncture. Stable prevalence of supply over demand and corresponding decrease in prices for the touristic product, reduced business activity is characterized in terms of step-down conditions. Under the circumstances of maximum business activity shortening, low supply and demand that are pointed to equilibrium at a minimum, there exists low conjuncture, reflecting the prevalence of supply over demand. This bad current state of the market and increased competition due to the fall in profits is called "buyer's market". Prolonged dominance of low state of the market is a signal to the economic crisis. High conjuncture is typical for the situation of "sellers' market", which is characterized by increasing (upward) conditions and stable prevalence of demand over supply, as a result - higher prices for spa services and revival of business activity, rising corporate profits. The state of market equilibrium when demand corresponds to supply with its types and territorial structure is a short-termed, ideal option. The real situation is the result of fluctuations between variable supply and less dynamic demand [2, p. 358-360].

Demand for the services of spa companies is directly proportional to the incoming information, which is received by consumers, and the quality of that information. Information should be comprehensive, understandable, exciting, should arouse the interest of a potential client to visit the resort.

The demand for spa services is determined by various elements, which are closely interrelated, differing not only in nature, but in its value for the tourists.

To determine the demand for spa services forecast is required:

- calculate the needs of various ways of treatment, based on the analysis of the diseases at the present moment;
- calculate the long-term development of sanatorium and resort business in the current market situation, using mathematical, economic and statistical models;

considering the reverse gas supplies to Ukraine are ongoing for the 4th year already. In whole Slovakia can pump into our gas storages up to 30 billion cubic meters per year. For comparison, Poland – only 1,5 billion cubic meters. It is also interesting to note that the total capacity of gas storages of 28 countries of the EU is about 80 billion cubic meters. As Alla Yeryomenko indicates in her expert material, one of the main issues remains the problem of direct contact of the operators of the two countries – Eustream company (Slovakia) and Ukrtransgaz. The difficulty is that Slovakia government owns only 51% of Eustream, and the rest – 49% of the stock, as it is obstinately claimed at the market, is indirectly owned by the same “Gazprom”. And this circumstance as a result does not allow the operators of the gas transporting system of both countries “to conclude a direct mutually beneficial agreement” [17, p.8].

We will underline that the “shadow” of the gas issue has relentlessly accompanied Ukrainian-Russian relations from the end of the 90s. In this political context, as observer Alla Yeryomenko emphasizes in the analytical material in “Dzerkalo tyzhnya” weekly, by no accident in the recent years the Russians have increasingly talked about the “merging” NJSC “Naftogaz Ukrayiny” (Naftogaz of Ukraine) and “Gazprom”.

The issues of economic cooperation on the East-West line anyway blend into the broader circle of issues of the modern interaction of Ukraine with the leading state on the world arena. In the center of attention of politics in the frames of the conflict of the West (the USA and the EU) and Russia concerning Ukraine all main actors try to put certain limiters regarding its possible “renewed” geopolitical status.

This way, for example, the expert on the issues of international policy Serhiy Tolstov considers that it could be about the nonaligned status of Ukraine and about the non-deployment of “military objects on its territory”. At the certain stage an issue of “internationalization of the status of Ukraine”, acknowledgement of its neutrality can arise [18, p.5]. In fact, some experts consider that the fate of neutral Finland is expected for Ukraine, which was played by the former in the years of cold war. Among the American experts, for example, there is no unanimity regarding the future of Ukraine: two opposite opinions are voiced in consideration with the Russian factor. Some analysts consider that Ukraine can be “preserved in the borders of March 17th, 2014”. Others proceed from the fact that “Crimea is lost forever for Ukraine”, and the main goal is to stop the

taking into consideration the own production. BYT leader Y. Tymoshenko has provided not so optimistic forecast: in her opinion, this is possible only in 2020 [14, p.15].

As V. Poda notes, few remember, but 40 years ago Ukraine has produced 68.7 billion cubic meters of natural gas by itself. However, in the end of 1970s this indicator started to decline. There were two reasons. First, the previously discovered deposits were being exhausted. Second, namely in that time the volumes of geological survey works have been reduced significantly, since all the money were thrown in for development of deposits in Western Siberia. [14, p.15].

It is worth to understand that one of the factors, which has seriously affected the fact that Yanukovich and his entourage themselves tried to contact “Gasprom” directly, was a defeat in the struggle for power and commercial influence of the politics of the “gas group”. The first one from it who turned up in London was Valeriy Horoshkovsky, then a resignation in January 2014 of another member of the group S. Lyovochkin. Of course, D. Firtash alone could not undertake the role of communicator from then Ukrainian authorities with the Kremlin. It interesting to note that Firtash and the Group DF company led by him have long ago taken a course to the West. It is also indicative that the majority of beneficial stakeholders of GDF have concentrated namely in the Great Britain. As Ivan Petrov notes in one of the expert materials of “Komentari” weekly, one of the main western partners of D. Firtash – CEO of GDF Robert Shetler Jones lives there [15, p.3].

In fact, for 2014 in the energy sector a “two-vector” political line has been planned: as a member of Energy community, according to the words of then Minister of energy and coal industry E. Stavytsky, Ukraine will take steps for “renewal of agreement”, herewith attaining “equal opportunities” in using the EU instruments for achieving the common goals. On the other hand, the course of Ukraine as the one presiding in the CIS will continue for strengthening of cooperation in energy sector, in particular for concluding the agreement for “free access to pipeline transport” [16, p.16].

Recently in mass media and in expert environment a topic of reverse gas supplies to Ukraine from the territories of the neighboring states of Central Europe – Poland, Hungary, Slovakia is being debated more often. A special hope in this is put on Slovakia, although the negotiations

- take into account the data about the maximum load in the high season period;
- consider the opinion of experts in forecasting.

Providing spa services to the consumers is the production process of spa businesses, which use natural, human, informational resources and inputs (Fig. 3).

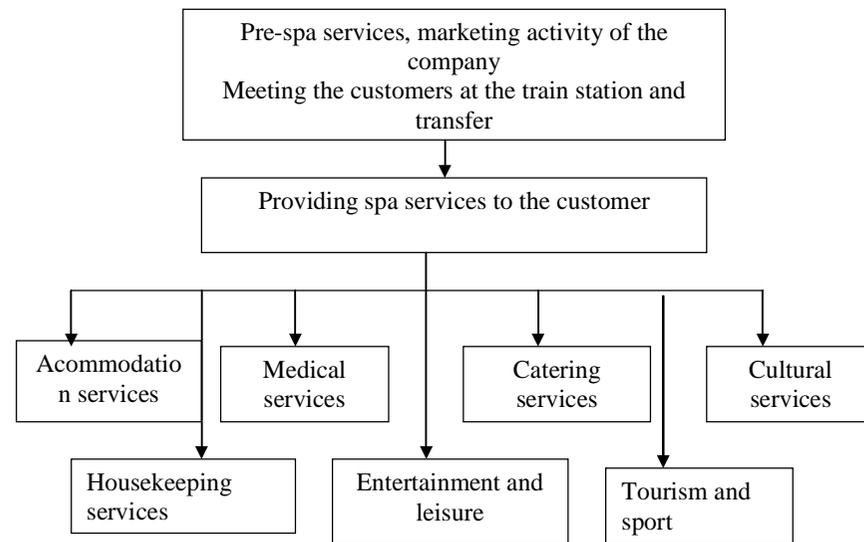


Figure 3. Functional components of a touristic business

The value of natural resources is determined by their uniqueness. Interest of the consumer depends on the unique properties of natural factors and their significant healing effect on the body. Resource efficiency is determined by the nature of their use, i.e. depending on the methods and technologies of their implementation.

Not only environmental factors are important in the activity of spa facilities, but also personal factors favor production, namely professional level of training of physicians and staff; experience in service industry; skills; level of personal communications both within the resort and recreational enterprises, and with guests; quality of service; staff development. High professionalism can reduce the uncertainty factor and achievement of the main targets can be expected. The level of training of

any category of staff ultimately might harm the reputation of spa businesses, which is created with the level of service, knowledge of the business, goodwill.

Organization of spa business occurs at three levels: top, middle and lower levels.

Top level is formed by government regulation of resorts and tourism. Their functions include:

- Choice of development strategy for the industry; making of national and regional development program for resorts;
- Monitoring of the reasonable exploitation and protection of natural medical resources;
- Organization of research activities;
- Carrying out promotional activities (exhibitions, fairs, etc.);
- Training: specialists in different spheres of spa business.

Middle level - manufacturers of medical services:

- Spa facilities (health centers, bottling mineral water plants, manufacturers of medical mud).
- Non-resort institutions (health centers, bottling mineral water plants, manufacturers of medical mud).

Spa facilities can be focused on one field (treatment of patients with similar diseases) or multifunctional (with several specialized departments to treat patients with various diseases).

Functions of managers at this level are multifaceted:

- Ensure the treatment process at the resort;
- Organization of entertainment and sports program for tourists;
- Maintenance of economic activities of the resort;
- Financial and economic activity of the resort.

Lower level - distributors of medical services. These include:

- Social insurance fund, engaged in the distribution and redemption of spa vouchers at discounted prices;
- Travel companies that buy out and sell medical tours to their customers.

Managers of intermediary organizations should be well aware of the Ukrainian and foreign markets of medical services, study the demand and choose the desired profile for the customer, based on medical resources and climatic conditions and temporal adaptation, as well as create and sell medical tours. [3, p.159-160].

West” is able to shorten significantly the time of creation in the neighboring Russia of industrial capacities in those sectors where it is dependent on Ukraine. It refers to production of some metal pipes, helicopter engines etc. And it is completely understandable that in Moscow they come from the logic that a competitor should be displaced from similar markets. In the opinion of V. Knaipa, Russia is not interested to develop not only Ukrainian energy transit, but also the attempts of machinery, agricultural industry complex, and aviation and space sector as well. Therefore, the general conclusion of the expert: Russian Federation improves the relations with Ukraine so as to after “rebuilding” its own capacities, “worsen them abruptly”, and in the relations at the line Kyiv – Moscow in the vast majority of branches only the “laws of competition” will subsequently remain.” [10, p.8].

As the political commenter of “Dzerkalo tyzhnya” Tetyana Sylina believed, although the agreement of Ukraine entering the Customs union was still not signed by V. Yanukovich after negotiations with V. Putin, but a stable impression of “start of crawling “customing” of Ukraine” remained.” [11, p.2]. As for the perspectives of cooperation between Russian Federation and Ukraine in the sector of military industrial complex, other expert Artur Lantan has noted the following. Although after the meeting of the two presidents in Moscow “the aurochs of defense industry complex” have experienced the euphoria, it is worth to investigate the situation and to understand that Russian embrace for defense and hi-tech sectors of Ukraine is “quite ambiguous” [12, p.2,3]. It is also worth to emphasize the fact which was then noted in the media, that Russian Federation is not so much disturbed by technological attempts, and the cooperation with defense industry complex constructors in Ukraine who “have a significant experience and can propose the more recent design solutions” [13, p.7].

One of problematic topics in the relations of Ukraine “with East and West” was and remains the problem of “release from gas shackles” of Russia. And here again the view of the official Kyiv turns to the side of western partners: many of experts and politics hope for solving of the issue at the expense of reverse supplies. The observer of “Komentari” weekly Viktoriya Poda writes that, referring to the officials, that namely the reverse supplies from Poland, Slovakia, Hungary and other EU countries “in the nearest time can cover hundred percent of needs in the blue fuel”, of course,

Ukraine. At the question of the reporter “Vesti. Reporter” (News. Reporter) (which, by the way, stood out by a more pro-Russian sympathy), with what will the summit in Vilnius end, the expert replied: “With exchange of expensive pens which will sign the Association with the EU, and the start of a long, very long road to Europe” [8, p.12]. It happened like this, but already with another President of Ukraine.

We will note, that the “half-and-half” scenarios of development of events were observed then. In October 2013, someone of the experts and political observers has spoken with a forecast of the possibility of “partial” conclusion of Association with the EU. It was even considered that an incomplete association is a kind of “golden card” for the current president. According to this scenario, first of all the economic part of the Association with the EU would enter into force, and the political one, where the really essential convergence with the EU was foreseen (fighting the corruption, freedom of speech, work of joint political institutes), given the necessity of its ratification by 28 member countries of the EU, would be “pigeonholed” [9, p.18].

A sufficiently large number of publications in mass media in such context were dedicated to the development of relations of Ukraine with Russian Federation. In an interesting and capacious by the content and expert assessments small article of a political observer of “Fokus” magazine, Vasyl Knaipa, dedicated to the development of relations between Russian Federation in autumn of 2013 and in middle-term perspective, in particular a new/old trend of the development of bilateral relations was noted, when “Russia helps Ukraine again”. It has become possible after “semisecret meetings” of the Presidents V. Yanukovich and V. Putin, which took place on October 27th and November 9th. However, in spite of some economic preferences and the main thing – credit of 15 billion dollars, from the point of view of far-reaching advantages, in expert’s opinion, Ukraine will hardly benefit. Because, for example, in case of division (joint exploitation of domestic gas transporting system), Russian Federation will further continue the construction of the South stream bypassing Ukraine. This way, Ukrainian side will remain “in zugzwang situation” – because both the refusal and the agreement to give away half of the “pipe” to Russia will equally lead in perspective to a “loss of sense of existence of gas transporting system as such” [10, p.8].

The author also stated that a possible “escape of Ukraine to the

Activity of spa facilities depends on the needs of different groups. They determine the formation of the market and are responsible for the preparation and management decision-making in this area.

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Karachentseva Catherine

FEATURES OF VENTURE CAPITAL FUNDS IN UKRAINE

Innovative development of economy is the only chance for Ukraine to ensure a breakthrough in creating competitive products and a high income. Most innovations are financed by the government, corporations, and venture capital funds. In conditions of poor government funding and the reluctance of corporations to invest in innovations, a special role in the development of innovations are beginning to play venture capital funds that are interested in financing high risk projects. But the venture business has a number of problems in Ukraine. This article shows the features of the concept and operation of the venture business, was the most important experience of the Western practice of venture funds, the analysis of the concept of a venture fund in the Ukrainian legislation, the negative factors affecting venture funds in Ukraine, revealed the possibilities and prospects of activities of these funds in the country.

Keywords: innovations, corporations, venture business, start-up, institutional investors, institute of general investment

Караченцева Катерина
**ОСОБЛИВОСТІ ФОРМУВАННЯ ВЕНЧУРНИХ ФОНДІВ
В УКРАЇНІ**

Інноваційний розвиток економіки – це єдиний шанс для України створити прорив у створенні конкурентоспроможної продукції та забезпечити високий дохід. Більшість інновацій фінансуються за рахунок держави, корпорацій та венчурних фондів. В умовах неефективного державного фінансування та небажання корпорацій інвестувати в інновації, особливу роль в розвитку інновацій починають грати венчурні фонди, зацікавлені у фінансуванні проєктів високого ризику. Але у венчурного бізнесу в Україні існує ряд проблем. У зв'язку з цим у статті відображені особливості поняття та функціонування венчурного бізнесу, найбільш важливий досвід практики діяльності західних венчурних фондів, проаналізовано поняття венчурних фондів в українському законодавстві, визначені негативні фактори впливу венчурних фондів в Україні, показані можливості та перспективи діяльності цих фондів в країні.

Ключові слова: інновації, корпорації, венчурний бізнес, стартап, інституційні інвестори, інститут загального інвестування

Караченцева Катерина
**ОСОБЕННОСТИ ФОРМИРОВАНИЯ ВЕНЧУРНЫХ
ФОНДОВ В УКРАИНЕ**

Инновационное развитие экономики – это единственный шанс Украины обеспечить прорыв в создании конкурентоспособных товаров и получении высоких доходов. Чаще всего инновации финансируются государством, корпорациями, а также венчурными фондами. В условиях неэффективного государственного финансирования и нежелания корпораций инвестировать в новшества, особую роль в развитии инноваций начинают играть венчурные фонды, которые заинтересованы в финансировании высоко рискованных проектов. Но и у венчурного бизнеса в Украине существует ряд проблем. В связи с этим в статье отображены особенности понятия и функционирования венчурного бизнеса, изложен наиболее важный опыт практики деятельности западных венчурных фондов, проведен анализ понятия венчурного фонда в украинском законодательстве, определены негативные факторы, влияющие на венчурные фонды в

constantly generating the doubts related to the behavior of V. Yanukovich in the context of such “pseudointegration”. The analyst allows such an option too: it might have been “only a war of nerves for Putin”, to get him to make a bigger acquiescence, for example, in the form of multibillion credits and reducing the price for natural gas in exchange “for refusal from the Association Agreement with the EU” [4, p.126]. In such situation, it was hardly possible to talk about continuation of some significant socio-economic reforms. Not coincidentally, analyzing the socio-political situation of the last months of V. Yanukovich presidency, the famous American expert on post-communistic transformations Anders Aslund emphasized: “One can say that the presidency of V. Yanukovich from the view of reforms has already ended. Now it is only about his survival and keeping at the helm” [5, p.25]. We will quote in relation to this the words of then Minister of Justice O. Lavrynovych, who observed the following: already “a year before the non-signing of the Agreement it was visible that the issue of European integration has ceased to be the real direction of state policy. As it will be realized, it is only a matter of time” [6]. In this context more understandable becomes the tactics of the Kremlin, about which L. Oleksandrov writes. Apparently, they expected that for severely cornered Yanukovich “nothing remains but to join the neo-imperial projects”. Because after the failure of the Association it will be much harder “to negotiate not only with the European leaders, but with Putin and the Chinese as well” [4, p.127].

Other analyst Oleksandr Kramar, in already mentioned joint Ukrainian-British analytical weekly, has noted about the two possible scenarios in case of defeat or victory of Euromaidan. In case of defeat of the pro-European movement we can expect “extreme variants of keeping the power in 2015”, and “strengthening of dependency from Russia and isolation from the West”. In case of escalation of the other, initially positive scenario, Russia, in analyst’s opinion, “can inspire the separatist actions in some south-eastern regions (at least in Crimea and Sevastopol)”, and to try to destabilize the situation in the rest of border regions with “further mimicking the Transnistria-Abkhazia scenario” [7, p.125].

It is interesting that before the summit in Vilnius (November 2013) a famous political expert D. Vydrin who in the last years was close to President V. Yanukovich has provided an opposite – quite an optimistic forecast concerning the possible signing of the Association Agreement by

efforts of Ukraine in the issue of concluding the new basic agreement with the EU are presented by the modern researcher T.V. Sydoruk [1, p.216-237], who also emphasizes the necessity of considerable strengthening of “transformative power” of the EU in the region of Eastern Europe. In the dissertation research T.V. Andryushchenko it is mentioned that the attempts of Ukraine to reach the level of “centers of leading development” (Western, North-Atlantic and partly Far Eastern ones) encounters the series of obstacles, and behavior model of Ukraine will consist in the gradual orientation on the best European and world examples [2]. Separate aspects of the expert and public thought in the context of building the productive relations of Ukraine with neighboring countries in the region of Central-Eastern Europe were studied by a domestic researcher P.P. Chernyk [3]. Generally, it can be stated that one of the leading topics of the noted relations that was and remains today is the problem of forming the favorable international environment for realization of the tasks of the state development of Ukraine and reflection of these processes in the media and public thought.

Purpose of the article is to analyze the debatable expert and analytical assessments of the issues of foreign orientations of Ukraine in 2013-2014. Herewith the special significance belongs to the materials of foreign policy expertize in such weeklies as “Komentari” (Comments), “Dzerkalo tyzhnya” (Mirror of the week), “Fokus” (Focus), and the daily newspaper “Den” (Day).

Proceeding to the presentation of the main material, we will firstly outline the preconditions that have formed before the summit in Vilnius and the factors, which did not facilitate the signing of the Association Agreement with the EU by Ukraine. As notes the majority of the experts, the execution of formulated by the Council of the EU still in December 2012 and clarified somewhat later (see Fule’s list) requirements for Ukraine has actually been delayed by Ukrainian authorities. Since then, as analyst L. Aleksandrov indicates in the special analytical and forecast issue of “Ukrayinsky tyzhden” (Ukrainian week) with “The Economist” magazine, for the most part of 2013 Ukrainian authorities have actively demonstrated, “although more imitated” their execution. In particular, the half-and-half amendments to the Ukrainian legislation have been introduced, and part of the victims of selective justice have been released. In the same time the delaying by the government of execution of the conditions has been

Украине, раскрыты возможности и перспективы деятельности данных фондов в стране.

Ключевые слова: инновации, корпорации, венчурный бизнес, стартап, институциональные инвесторы, институт общего инвестирования

Problem definition. Necessary condition of improving the competitiveness of the national economy is innovation development. World experience has shown that the main subjects financing innovation are the government, corporations, and venture capital funds. For many years the government having the budget deficit does not finance innovations, which even more aggravates the situation of the Ukrainian economy and makes it impossible to create the conditions under which it would be real to cover growing costs and give external debts. Innovative development of the economy is the only chance for Ukraine to make a breakthrough in production of competitive goods and obtaining high incomes.

Corporations in Ukraine prefer to invest in traditional branches (mining and processing of raw materials, construction, trade, agriculture), thereby reducing the risk of financial losses. But at the same time they obtain a relatively small profit. Innovation itself assumes high risk, as this refers to completely new products or services. Not more that 20% of 100% innovative projects survive, at the same time the financial result of sold projects totally covers all financial losses and gives profit to investors.

Today in Ukraine the most common way of getting money for business development is bank financing. But bank capital is not interested in financing risky innovation projects. This is due to the inability to obtain the necessary collateral base, which is the main condition for provision of new loans to market insiders, as well as the lack of guarantees of invested funds preservation and earning a certain rate of income.

Obviously, venture capital is one of the major and most effective sources of risky financing of innovation activity in such specific conditions.

Analysis of studies and publications. Analysis of scientific researches showed that problems of the development of venture capital in Ukraine were considered in works by V. Chaban, O. Zinchenko, V. Ilchuk, L. Rodzievskaja, V. Yevtushenko, M. Johnne, V. Stadnik and others [1,4,7].

Parts of common problem unresolved earlier. Despite the fact that most of the scientists note unsatisfactory state of venture capital financing in Ukraine, explore the common causes of this condition and

offer ways to overcome these problems, peculiarities of international and national organizational and legal, as well as financial support have not been studied in full.

Purpose of the article. Purpose of this article is to reveal the features of concept and functioning of venture business, describe the most important activity experience of Western venture capital funds, analyze the concept of venture fund in the Ukrainian legislation, determine the negative factors affecting the venture capital funds in Ukraine and reveal the possibilities and prospects of their activities.

Research main material presentation. So, venture business is a kind of business, focused on practical use of innovations, technical and technological newly-designed products, and results of scientific advances that have not yet been tested in practice.

The essence of a venture business is partially reflected in its name, «venture» translated from English is «risky enterprise, risky plan or undertaking» [1].

To understand the essence of venture business deeper, the following peculiarities of its functioning must be noted, namely:

- The objects of investment are risky projects;
- Capital portfolio management is carried out;
- The main part of venture investments is made in the charter capital of venture capital companies, which are going to produce an innovative product;
- Venture investor shall actively participate in the management of an innovative project or, at least, provide himself reliable control;
- A flexible mechanism of harmonization of interests of investors and managers is carried out, and it depends on the stage of a venture project development;
- The way of exiting the venture business by the investor in the event of hazards is initially determined.

Venture capital is not "long-term" money, in the sense that the venture capital fund finances the enterprise up to the point until it acquires sufficient size and creditworthiness to be sold to a large corporation (strategic investor) or to be put on the stock market. The normal term of venture investments is 5-7 years.

Normal level of requirements of venture fund to the financed project is capital growth by 10 times within 5 years of the project

2013-2014 годах. Особое внимание уделено материалам внешнеполитической экспертизы в ведущих общеполитических изданиях. Исследованы, с учетом оценок ведущих экспертов и публицистов, материалы СМИ, касающиеся проблемных экономических и политических аспектов украинско-российских отношений, а также перспектив подписания соглашения об ассоциации с Европейским Союзом.

Сделан вывод, что умеренные и достаточно объективные оценки по развитию событий относительно подписания соглашения об ассоциации с ЕС давались экспертами и обозревателями политических еженедельников «Комментарии», «Зеркало недели», «Фокус», а также ежедневной газеты «День». Однако, традиционно более радикальную позицию относительно «евразийского вектора» внешней политики Украины высказывало издание «Украинский тыждень».

Ключевые слова: Украина, Россия, ЕС, внешнеполитическая экспертиза, качество СМИ, социально-политический кризис, Восток-Запад.

In the international situation that has extremely worsened in 2013-2014, especially in Central-Eastern Europe, the problems of civilization choice are gaining an increasing value, first of all for those countries, which aim to move away from the traditional communistic past and to overcome the East-West confrontation line for real for more sustainable and predictable development. The mentioned problems are primarily actual for modern Ukraine, and they have found a reflection at the pages of quality mass media, in the current political and the deeper expert assessments.

Formulation of the problem. The topic of proposed article relates to utterly important and debatable problems of the relations of Ukraine with the EU and Russian Federation in the context of socio-political crisis in our country caused above all by the refusal of the President V. Yanukovich to sign a known Association Agreement with the EU at the Vilnius summit last autumn. In the center of attention are the expert and analytical assessments on this case, which have been published at the pages of many quality mass media.

Degree of scientific development of the topic. We will underline at once that these problems were not a subject of special research of domestic scientists. Some important expert assessments analyzing the

assessments of the leading experts and publicists. The conclusion that the moderate and quite objective assessments of the sequence of events regarding signing the Association Agreement with the EU were provided by experts and columnists of political weeklies “Komentari”, “Dzerkalo tyzhnya”, “Fokus”, and the daily newspaper “Den”, is made. However, traditionally a more radical position regarding the “Eurasian vector” of foreign policy of Ukraine was taken by “Ukrayinsky tyzhden” periodical.

Keywords: Ukraine, Russia, the EU, foreign policy expertise, quality mass media, socio-political crisis, East-West.

Грушко Олексій

ПРОБЛЕМИ ВІДНОСИН УКРАЇНИ З ЄС І РОСІЙСЬКОЮ ФЕДЕРАЦІЄЮ В УМОВАХ СУСПІЛЬНО- ПОЛІТИЧНОЇ КРИЗИ (ЗА ЕКСПЕРТНИМИ ОЦІНКАМИ І МАТЕРІАЛАМИ ЗМІ)

У статті проаналізовано дискусійні експертно-аналітичні оцінки з питань зовнішніх орієнтацій України у 2013-2014 роках. Особливу увагу приділено матеріалам зовнішньополітичної експертизи у провідних загальнополітичних виданнях. Досліджено, з врахуванням оцінок провідних експертів і публіцистів, матеріали ЗМІ, які стосувалися проблемних економічних і політичних аспектів українсько-російських взаємин, а також перспектив підписання договору про асоціацію з Європейським Союзом. Зроблено висновок, що помірковані і достатньо об'єктивні оцінки щодо розвитку подій стосовно підписання договору про асоціацію з ЄС давалися експертами і оглядачами політичних тижневиків “Коментарі”, “Дзеркало тижня”, “Фокус”, а також щоденної газети “День”. Проте, традиційно більш радикальну позицію щодо “євразійського вектору” зовнішньої політики України займало видання “Український тиждень”.

Ключові слова: Україна, Росія, ЄС, зовнішньополітична експертиза, якість ЗМІ, соціально-політична криза, Схід-Захід.

Грушко Алексей

ПРОБЛЕМЫ ОТНОШЕНИЙ УКРАИНЫ С ЕС И РОССИЙСКОЙ ФЕДЕРАЦИЕЙ В УСЛОВИЯХ ОБЩЕСТВЕННО-ПОЛИТИЧЕСКОГО КРИЗИСА (ПО ЭКСПЕРТНЫМ ОЦЕНКАМ И МАТЕРИАЛАМ СМИ)

В статье проанализированы дискуссионные экспертно-аналитические оценки по вопросам внешней политики Украины в

realization. This means the return on investments just less than 60% per annum. This is a very large yield, but otherwise the fund will not be able to achieve an average return on invested funds of 20%-25% for investors and to ensure a sufficient level of income to managers because the certain part of the projects may be unprofitable, the other part may not produce the expected revenue. Requirements for profitability may be lower if the later stage of business development is financed, in this case, risk of failure is lower [2].

The main purpose of the venture investor is an increase in profit of the company receiving investments, increase of its value in the market, and for this purpose he invests his money, without incurring any liability, except financial.

To determine the status of venture business in Ukraine it is necessary to study experience, trends and peculiarities of its development in developed countries.

World center of venture capital is the United States of America. Sand Hill Road in Menlo Park, Silicon Valley, Northern California, represent “Wall Street of Venture Capital”. Industry began to develop in the late 1960s - early 1970s, giving life to large corporations since then. Almost all main technological U.S. corporation or corporations related to technologies, such as Apple, Compaq, Dell, Genetech, Oracle, Cisco, Netscape, Amazon, eBay, Yahoo, are financed by venture capital [3]. In USA, for the period from 1996 to 2007 35531 innovative projects with a total volume of venture capital investment of USD 307.24 billion were carried out, and the average size of investment reached USD 8.65 million. At the same time venture capital plays a minor role in the primary financing of innovations. In USA more than USD 81 billion invested by venture capital industry in 2000, only about 23% are investments in the early stages of enterprise development, and less than 10% are investments in newly created companies (start-up) [4]. The main part of venture capital investments is directed to development of projects, initially financed out of the funds of state or large corporations. Venture capital plays a significant role in the subsequent stages of the innovation process, namely during the period when these innovations are commercialized. Most part of the venture capital investment is used to build infrastructure necessary for growing businesses, namely fixed assets, working capital, marketing and sales.

Another feature of venture capital in USA is that major investors

investing money in venture capital funds in USA since 1980 have become pension funds, investment funds, insurance companies and other institutional investors.

The role played by institutional investors, and above all pension funds; venture capital financing has not always been as great as it is today. If in 1987 in USA share of pension money in financing venture funds was 15%, in 1998 it is already 47%, though the absolute amount of investments in venture capital funds has increased over this period of more than three times. Certainly, the growth of investments by institutional investors is one of the main reasons for increasing the activity of the U.S. venture capital industry in the 80s - 90s. Also, a large part of funds in the U.S. venture capital funds comes from foreign investors (annually approximately from 15% to 25%) [2].

Venture capital funds invest in industries that are growing and competition in which up to a certain point is not high enough. According to statistics, in 80s a significant proportion of venture capital investments in USA were directed in energy and computer technology production, in the early 90s in the production of software, genetic engineering, and telecommunications, in the late 90s in internet companies. The pattern consists of only one thing, namely the venture capital is directed in quickly growing industries.

But in Europe venture business developed quite differently. Attempts to repeat the successes of the American venture industry in early 1980s failed and many investors moved into less risky, more predictable sphere of financing management buy-outs MBOs, or leveraged buy-outs - LBOs. Venture activity quickened markedly in the second half of the 1990s, when the stock markets of growing companies appeared, entrepreneurial activity increased, government support increased [3]. The volume of investments in 2002 amounted to about EUR 27 billion, although less than 10% of this volume is peculiarly investments that are ventured by their nature [2].

In Western Europe the list of participants of venture funds is complemented by government agencies, commercial and clearing banks, universities and other sources. A characteristic feature of Western European countries as compared to the USA is a higher proportion of banking structures in the formation of venture capital. For example, in Germany the share of banks is composed of for more than half of total risk capital turning

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Hrushko Oleksiy

**PROBLEMS OF RELATIONS OF UKRAINE WITH THE EU
AND RUSSIAN FEDERATION IN THE CONDITIONS OF SOCIO-
POLITICAL CRISIS (ACCORDING TO EXPERT ASSESSMENTS
AND MASS MEDIA MATERIALS)**

The debatable expert and analytical assessments of the issues of foreign orientations of Ukraine in 2013-2014 have been analyzed in the article. The special attention was paid to materials of foreign policy expertise in the leading general political publications. The materials of mass media which related to problematic economical and political aspects of Ukrainian-Russian relations and the perspectives of signing the Association Agreement with the European Union were researched with consideration of

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in the country.

The notion of a venture fund in Ukraine is different from the usual one. According to the Law of Ukraine "On Joint Investment Institutions", adopted in March 2001, a venture fund falls under the definition of a specific institute of collective investment (ICI), the rules of formation, existence and closure of which are built into the general operating rules of ICI and asset management companies. Venture Fund is considered non-diversified ICI of closed type, which performs exclusively private placement of securities of its own issue and the assets of which for more than 50 per cent consist of corporate rights and securities that are not admitted to trading on a stock exchange or trade information system. Participants of venture fund can be exclusively legal entities [5].

The matter of venture financing is also not solved by the Law of Ukraine «On Innovative Activity» which stipulates a procedure for financial support of innovative projects by the State Innovative Financial and Credit Institution through provision of loans or transfer of property, which is carried out upon condition of existence of a money back guarantee in the form of a pledge of property, insurance contract, bank guarantees, engagement contract, etc [6].

Thus, the assignment of a venture fund to ICI does not let to considerate a number of peculiarities of their activity and specificity of the relationship with the other members of venture activity. Moreover, the very name "venture" does not guarantee that the fund will focus its efforts on financing innovative activity, investing in high-tech risky enterprises and projects [6]. So in Ukraine the largest venture investments are made in retail trade, food industry enterprises; production of consumer goods. As there is a dynamic development just in these sectors, and short term of money circulation gives you the opportunity to reduce the risk of the project. Moreover, one of the basic principles of these funds functioning is investing primarily in enterprises that have successfully overcome the stage of organization and development of business, having a solid history of development. In order to ensure control over the process the investors buy at least a controlling interest in the investment object.

Most venture capital funds that operate in Ukraine were founded directly by international organizations such as the European Bank for Reconstruction and Development (EBRD), as well as within the intergovernmental agreements. In particular, company Euroventures

Ukraine was created at the account of EBRD (capitalization is USD 30 million). There is an insignificant amount of private venture capital funds in Ukraine.

Such companies as private equity fund Western NIS Enterprise Fund (1995), AVentures (1994), Commercial Capital Enterprise (1995), Foyil Assets Management, Ladenburg Thalmann Ukraine Ltd., Cambridge Life Sciences Fund, NCH Advisors, New Century Holdings, Euroventures Ukraine Fund (1998), Baring Vostok Capital Partners (1996) have their representatives in Ukraine and operate with the sums in the amount of USD 20-50 million each. According to data of venture capital companies, more than USD 400 million of venture capital have already been invested to Ukrainian companies [1, 7].

Also, State Agency of Ukraine for Investments and Innovations together with the project of the EU "Development of Financial Schemes and Infrastructure to Support Innovations in Ukraine" (which beneficiary it is) started realization of the 2nd component of the project "Promoting the Development of Venture Capital Funds in Ukraine" (grant is EUR 12 million).

During implementation of the planned activities a national venture capital fund of 100 million euros will be founded, it will finance innovative projects of Ukrainian residents. Moreover the order of money provision will be significantly different from the traditional procedure of bank financing. Venture Capital Fund will invest in additional capital of business entities. At the same time joint-stock companies will have to provide closed placement shares by an additional issue, and limited liability companies will have to increase the authorized capital. Part of a venture capital fund shall be 25 -50% of the authorized capital of the business association after its increase [8].

There are also problems faced by the venture business in Ukraine, among them there are important ones as follows:

- no clear definition of the legal status of the subjects of venture businesses;
- lack of venture capital funds financing due to restrictions for admission to participation of exclusively legal entities in them;
- the absence of government guarantees of funds repayment in case of unsuccessful innovation projects;
- lack of reflection of results of work of venture capital funds in

time and much carefulness.

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organizations oppose to this movement. Thus, the Paris Chamber of Commerce absolutely negatively appraised the policy of informing and consulting workers in the frames of the social dialogue, initiated by the European Commission. French entrepreneurs called it an encroachment on the principle of subsidiarity and stated that they could evaluate the need and the extent of workers' inclusion into production management by themselves. They were supported by the "Euro commerce" association, who claimed that it was the prerogative of entrepreneurs, who, on the basis of the developed practice and tradition, could decide what kind and extent of documentation must be disclosed. The association stood against the EU efforts, aimed at harmonization of norms and rules of workers' information on the EU level. Entrepreneurs from Business Europe and representatives of the Public-Enterprises Workers' Centre (PEWC) in April 2008 even addressed to the European Commissioner for Employment, Social Affairs and Equal Opportunities V. Spidla for help and assistance in organizing the negotiation table with the European Trade Union Confederation (ETUC). The ETUC refused to conduct negotiations concerning revision of rights, appointed to the European Councils for Labor by the special directive, and in its turn appealed to the European Commission to follow the already adopted documents and to resist encroachments of entrepreneurs on the workers' rights, and this was supported by the EU governing bodies.

So a great number of companies and associations start realizing principles of social responsibility and partnership in their corporate relations, laid in the basis of the European social model, demonstrating their comprehension of the fact that modern economy more and more depends on the quality of human resources, intellectual capital, which is able to ensure high-tech production, innovations, competitiveness of enterprises, that such labor force needs special treatment, and economies on social expenditures do not lead to entrepreneurs' additional profits, but to the increase in social tension and the decrease in companies' competitiveness.

Thus, the importance of business in political, social and economic development of any country is out of the question. Socially responsible business is a part of civil society, which demonstrates its activity in the states' development. It is clear that trade unions and other non-governmental organizations intend not only to defend the interests of the groups, which they represent, but also to control their partners' activity.

The answer to the question whether (and how quickly) the European Union will be able to form a well-organized "European Citizens" requires long

official statistics;

- there is also a lack of venture capital professionals in the assessment and management of innovative projects, as the effectiveness of these funds activity depends on the evaluation of the project, its prospects and the possibility of determining the dynamics of the industry developing depends largely on the;

- inadequate protection of intellectual property rights of researchers and entrepreneurs also inhibits the development and financing of innovation;

- problems of the stock market development: poor infrastructure, high risks, low liquidity directly affect the scale of the venture business in Ukraine.

Conclusions and prospects for further research. Today we can say that there is insufficient demand for innovation, low commercialization of innovative projects (1% of ongoing innovation) in Ukraine and, as a consequence, almost undeveloped market of innovative products and services, as well as its infrastructure, which component element are venture funds.

To create the prerequisites for the development of venture capital funds set of measures is proposed, implementation of which will contribute to the implementation and development of the venture capital industry in Ukraine.

First, it is to define a clear legal status of the subjects of venture businesses, and lack of financing venture capital funds can be corrected by admitting the institutional investors and natural persons for participation in them. It is also necessary to legally foresee investment of just innovative projects by the funds.

Second, to reduce the risk of loss of deposits in venture capital funds the state can provide a guaranteed minimum of deposits return to the participants.

Third, to increase the number of people willing to invest in venture capital funds it is necessary to present the results of their activity in official statistics, as well as promote development of a system of information exchange between developers and potential investors.

Fourth, the government should organize training of venture specialists, able to monitor promising industries, innovative projects, and be able to manage them effectively. In this case, it is necessary to form the

structure on certification of such specialists that will only be possible in the study and use of international experience, in particular in cooperation with similar foreign companies.

Fifth, it is necessary to provide guarantees of state support of international and national patents, introduction of effective protection of intellectual property from violations in this area.

Sixth, the absence of developed stock market in Ukraine can play a cruel joke with venture capital funds, because today the market cannot provide them with an effective exit from invested companies through the sale of shares on the stock exchange. The similar situation is characteristic not only for Ukraine but also for other developing venture capital markets. In this regard, the government should fix possible exit from business legislatively.

Also one of the most effective incentives for the development of venture capital funds in Ukraine is the use of more flexible tax incentive schemes (ICI today do not pay income tax) and the development of risk insurance projects.

Thus, analyzing the international experience and, taking into account the peculiarities of venture business development in Ukraine, we can say that venture capital is one of the most effective sources of financing innovation activities, and therefore the solution of financial security problems, the creation of a national innovation infrastructure, ensuring the effectiveness of cooperation between the state, science and business with a focus on global trends in innovation development is the most important component of scientific and technical as well as economic development of our country.

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The EU plans and hopes as to European business can be estimated from different angles, but apparently, the problems of social partnership and positions of socially responsible business are mutually related. Without their interaction, modern society and its economy will face numerous problems.

So there is a lot of work in this sphere. It is evident that trade unions will stay the defenders of workers' interests, will struggle for job places and employment, adequate payment and normal working conditions, worthy quality of life. Till there is economic and social inequality their defense function will be in demand. At the same time there is an objective need in active participation of trade unions in affairs concerning the increase in production effectiveness, planning and management improvement at all levels. Thus, social partnership must come up to a higher level and must be represented in new forms. However, it is necessary to break up outdated stereotypes.

We believe that certain role in this situation can be played by the European Labor Advice (ELA), created on the initiative of trade unions with the support of leading EU institutions on the European-wide enterprises. They were introduced in 1994 and repeatedly were supplemented, widening and specifying accessibility of members of workers' association to information concerning the enterprises activity and their participation in production management.

On December 17, 2008 the new European Commission Directive on increasing the role of the ELA appeared. It described the change in the legislation concerning the ELA, as to maximum adoption of their activity to changes in situation. Besides, the Directive foresaw the arrangement of education for workers' representatives and ensuring the conditions which would contribute to their activity. In 2008 the number of companies, where the ELA were implemented equaled 820. They employed 14.5 million workers. The special directive concerning the "status of the European company" determined the criteria, which the applicants had to accord in order to get this status, including the level of business social responsibility. In 1999 35% of the TNC, which acted in Europe, published the reports on social policy and social responsibilities. Later, their number reached 45%.

Throughout the years under the aegis of the European Commission the spring Forums of social policy, with the assistance of interested social partners, have been carried out and their positive effects on ratifying strategies of corporate social responsibility raise no doubts. A part of entrepreneurs and their

the economic growth, its competitiveness and effectiveness, employment, working conditions and content, education development, prospects of the society.

The initiators of the project called all the enterprises for supporting it. The project presupposes its voluntary insertion into commercial and industrial activity of the enterprises, their relations with partners, offers social and economic measures, worked out together with civil society.

Following the regulations of the Lisbon strategy “The Green Book” about corporate social responsibility 2001, Special Report of the European Commission 2002, the decision of the European Council 2005, concerning the espousal of enterprises in developing their social responsibility, the multilateral Forum of the EU civil society representatives, backed up the idea of the Alliance creation, having appraised it as a new form of social partnership. It was foreseen that the Alliance would function on the basis of publicity and that social dialogue as an effective means of cooperation would help to exchange practical experience. The results of the Alliance’s functioning must be felt by those who work at the enterprises and who live on the territories of their activity, consumers, local authorities, investors and young people.

It must be mentioned that the Alliance’s functioning (since 2006) has been evaluated as one of the instruments of the European social model realization. The initiators of the project did not stop on this; they decided to carry on and planned to expand their activity on the international level, relying on the Global agreement on business corporate social responsibility, proposed by the UNO, in cooperation with the ILO, OSCE and other international organizations.

In 2006 the European Commission, European Parliament, European Council and Economical and Social Committee published the Appeal “to put partnership on service for the economic growth and resolution of employment problems, to make Europe an example in the sphere of enterprises social responsibility”, in which they accentuated that “the Alliance intends to search for and support novel methods of exchange of experience and spreading successful practice, taking into account interests of professionals, politicians, general public on all levels in Europe and beyond its borders”. So, the EU institutions declare the necessity of basing on the complex state scientific researches, usage of the latest achievements in technologies and sciences, education development. In these frames it is highlighted that for successful functioning of the Alliance mutual confidence and social dialogue are vital.

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BACKGROUND OF ESTIMATION OF THE ENTERPRISE COMPETITIVENESS

The article describes the essence of the concept of "competitiveness" of the enterprise and is characterized by its dialectical relationship with the category of "competition", lit the fundamental principles of evaluation of enterprise competitiveness. Also justified the need for assessing the competitiveness of enterprises. Special attention is paid to existing approaches and methods of evaluation of enterprise competitiveness, their advantages and disadvantages have been identified. Presented to the most common methods for assessing the competitiveness of enterprises. And, at the end of the work, the emphasis is on the need to select the optimum factors for evaluating the competitiveness of enterprises with industry-specific.

Keywords: competition, competitiveness, evaluation and competitive factors.

Кіхая Юліана

ПЕРЕДУМОВИ ОЦІНЮВАННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ

В статті розглянуто сутність поняття «конкурентоспроможність» підприємства та охарактеризовано його діалектичний зв'язок із категорією «конкуренція», висвітлено вихідні засади оцінювання конкурентоспроможності підприємства. Також обґрунтовано необхідність здійснення оцінки конкурентоспроможності підприємства. Окрема увага приділена існуючим підходам та методам оцінювання конкурентоспроможності підприємства, виявлено їх переваги та недоліки. Представлено групи найбільш типових методів оцінювання конкурентоспроможності підприємств. І, наприкінці, акцентовано увагу на необхідності вибору оптимальних факторів для оцінювання конкурентоспроможності підприємства з урахуванням специфіки галузі.

Ключові слова: конкуренція, конкурентоспроможність, оцінювання та фактори конкурентоспроможності.

Кіхая Юліана

ПРЕДПОСЫЛКИ ОЦЕНИВАНИЯ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ

В статье рассмотрена сущность понятия «конкурентоспособность» предприятия и охарактеризована его диалектическая взаимосвязь с категорией «конкуренция», освещены основополагающие принципы оценивания конкурентоспособности предприятия. Также обоснована необходимость осуществления оценки конкурентоспособности предприятия. Отдельное внимание уделено существующим подходам и методам оценивания конкурентоспособности предприятия, выявлено их преимущества и недостатки. Представлено группы наиболее типичных методов оценивания конкурентоспособности предприятий. И, в конце работы, акцент сделан на необходимости выбора оптимальных факторов для оценивания конкурентоспособности предприятия с учетом специфики отрасли.

Ключевые слова: конкуренция, конкурентоспособность, оценивание и факторы конкурентоспособности.

In 2001 appeared a special “Green Book”, the main regulations of which later were adduced in the “White Book” (2003), which was devoted to the problem of social responsibility of corporations in the EU. In the United Kingdom in 2001 the Ministry of social responsibility in corporate sector was created. The Ministry for Social Affairs of Denmark worked out a special index of evaluation the level of social responsibility of the companies. Special articles in the legislative documents of France regulate requirements to the companies considering ecological and social consequences of their activity.

In the “Social Agenda 2001-2006”, adopted in 2000 in Nice the role of corporate social responsibility was accentuated. This policy was carried on in the “Social Agenda 2006-2010”, approved in 2005 in Lisbon. The European Commission, which deals with putting forward the proposals of improving social standards and technical rules for establishing criteria of social responsibility of integrated management in the context of globalization into the European parliament and the European Council, has recently intensified its activity in this direction, as the main area of its work.

The aim of the corporate social responsibility strategy is to establish cooperation with those, who work with you: hired workers, consumers, non-governmental organizations etc. Interacting with various groups of society, companies “invest into future”, calculating the extent of possible concessions and taking into account the necessity of solving not only their own problems, but also their partners’ problems. Social investments are considered not as additional and social expenses, but as an earnest for the following success. In the frames of the corporate social responsibility strategy the inclusion of labor’s representatives in production management is activated, their access to information concerning the enterprises’ activities is widened, i.e. industrial democracy is intensified.

Comprehension of necessity and appropriateness of such actions was formed in 1989 in the 17th Community Charter of the Fundamental Social Rights of Workers in the Union and were detailed in the corresponding directive. The decision of the European Commission (d/d 2006) to launch the project of creation the European Alliance in the sphere of business social responsibility achieved great recognition. The main principle of the Alliance’s activity is partnership. This initiative took its definite shape in discussions with social partners, and the EU leaders suppose the fact that business social responsibility was put in the forefront (the name of the Alliance indicates that) was not accidental. It hugely consolidates the European way of life, influences

directions of activity and their realization usually depends on the extent of business social responsibility, and on the presence of civil society and the level of its organization.

Globalization, which reveals itself in intensification of competitiveness, makes entrepreneurs search for the ways of retrenchment. One of the ways is saving of expense on labor force. But this causes recession in solvent demand and upsets social stability. So, the state faces a difficult task to ensure the effective cooperation with private entrepreneurship, which is necessary for priming of economy, not allowing the fall of workers' social protection.

In the EU countries many believe that in the period of crisis the state must reduce its financial expenses, including the expenses in the social sphere, sometimes shifting it onto its entrepreneurs. In comparatively small countries like Sweden, Denmark, with their specific development model, this method helped to achieve positive results and lighten a load that was on the state. It's far more difficult to conduct such changes in countries with old statehood traditions and branched systems of social welfare (France, Germany). In these countries social protests break out rather regularly, and despite all the attempts of the states to simplify bureaucratic procedures, reporting and a number of tax remissions, the position of business representatives is practically the same. Those companies do not want to undertake any additional responsibilities.

Under the new conditions the EU, building up its activity in the sphere of social integration, pays special attention to social partnership development and business social responsibility. Besides, it must be admitted, that in all documents the EU accentuates on the maintenance of subsidiarity principle and social unification in society. Therefore, the participant of the Lisbon meeting (2000) appealed at the highest level for business social responsibility. Within the framework of the Lisbon strategy the agreement on making the economic growth and job creation the highest priority of the EU policy was reached. The strategy includes the regulations as to the necessity of exchange of experience and practice in coordination of actions with organizations, their equal participation in production development and social integration, which was not only addressed to the huge companies, but also was taken into consideration by them. Principles of business social responsibility are implemented in various enterprises, including small and medium ones. But nevertheless big business is in the centre of this process. It is connected with the growth of the role of TNCs, which have got the status of European companies.

Formulation of the problem in general terms and to the most important scientific problems and practical tasks. In terms of transitive economy, where competition is the driving force of market functioning, its an important part, relevant research questions facing the competitiveness of enterprises. In general, competition is a race, economic struggle between competitors (entities) to achieve their common goal - to maximize profits. Currently, the intensification of competition, it becomes its own manner of existence and operation of industrial capital, which is reflected in the relationship of different capitals of separate branches. In such circumstances, the key to effective operation of the business is its competitiveness. This high level of competitiveness underlying profit maximization.

Analysis of recent research and publications. The issue of the formation and development of competitive relations in general and on specific industries, as problems of competitiveness of enterprises to, dedicated large number of scientific papers. Thus, various theoretical and practical aspects of competitiveness were the subject of study M. Porter, I. Ansoff, J. Robinson, F. Kotler, G/ Azoyeva, A. Yudanov, G. Fatkhudinov, O. Yankoj and several other. The study examined a considerable number of researchers began to systematize approaches to assess the competitiveness of enterprises, including in particular such as Z. Borysenko, V. Ulanchuk et al. Another group of researchers (D. Ryibnitskiy, I. Tsober) described the specificity of existing methods and estimation models. But the assessment of the competitiveness of enterprises and identify its competitive position each researcher performs differently, taking into account the operating conditions of a particular area, their experiences and available information. The purpose of this evaluation - search and use methods of effective and advantageous to competition.

Bold unsolved aspects of the problem. However, currently there is no single methodology for the evaluation of this complex and different concept - the "competitiveness" of the enterprise. There are only methodologies consistent with the functioning of a particular industry. But these preconditions do not always coincide with other industries, which certainly does not contribute to the coverage of the real state of affairs.

The wording of the purposes of the article. The purpose of this study is to determine the nature of the competitiveness of the company and its relationship with the category of "competition", analysis of existing

methods for evaluating the competitiveness of enterprises and identify their competitive position. Also - to reflect the specificities of the bakery market for competitiveness evaluation of enterprises in the industry.

The main material research. In the scientific use the term "competitiveness" of the enterprise was introduced by M. Porter [1]. Enterprise effectively functioning in the market until will hold a competitive advantage over competitors. Competitive advantages in turn determined by the researcher as key success factors specific to a particular enterprise (industry), factors that give it an advantage over competitors (other sectors), for example, in the struggle for investment through greater profitability or rate of capital turnover, etc.) [2].

Between the categories of "competition" and the term "competitiveness" there is a dialectical relationship - one causes the other. Thus, competition manifests itself directly in the "competitiveness". The competitiveness of the company shows it to claim the proper position in the market environment. In modern conditions the bitter struggle for each and every success, competitiveness can be understood as the ability to win the competition for limited benefits that meet specific needs. That can be argued that competition encourages businesses to provide competitive products and services. A competitiveness determines the ability of the enterprise to win in the competition with other market players.

In today's rapidly changing economic conditions for maintaining competitive advantage in the market, the company is imperative to make management decisions rapidly. This will facilitate rapid evaluation of position of the company. Every company tries to increase their own level of competitiveness. Prerequisites its increase is evaluating the impact of factors internal and external environment of the company.

The initial evaluation of the competitiveness of enterprises are the following principles:

- continuity – the evaluation of the competitiveness of enterprises should be ongoing to identify trends in its competitive position and accordingly make timely management decisions;
- complexity – diagnosis of the competitiveness is defined as the condition of its adaptation to dynamic conditions and the efficiency of management decisions;
- objectivity – assessing is need to use only full and accurate information about the factors influencing the competitiveness of enterprises

towards the increase of the state's role in the system of social partnership and its influence on the development of the latter. It can be explained by the fact that a state owns huge administrative resource, budget, relevant legislation, various structures of executive authority and can effectively use them to achieve social compromises, support or, on the contrary, to deter some social partners' activity.

Most EU member countries are defined as modern social states. It should be stressed, that since the 2nd part of the 20th century they have implemented the practice of a social contract, which presupposes cooperation between main social partners. The social contract is a historically approved act, which demonstrates its potential at difficult stages of social development. Under the conditions of the world financial and economic crisis, the society inevitably faces its negative social consequences. In the very moments the role of a state as a leading social partner, who is intended to make a crucial contribution to the way forward not only over the crisis, but also its painful social effects, must come into sight. In this respect, the forms of the state activity and its relation with its social partners change. The necessity for state functions strengthening concerning management, regulation and control over the market element increases.

The great extent has got the idea of the social state as a benefactor, who is able to support socially vulnerable strata of society. Thus, social policy is exclusively viewed as defense reaction of society towards the negative processes' consequences in politics and economics in general. However, this approach is one-sided as to the evaluation of social realia.

The challenges of the 21st century, reinforced by the financial and economic crisis, changing the determinants of social dimensions, induce to extension of social policy sphere of activity. The main task of the social state is to ensure stability in the state development and social protection of the citizens under the new conditions. At the same time the state must conduct its policy taking into account interests of all social strata and professional groups which form any modern society. The state must regulate social and labor relations in the way to achieve the necessary compromise between social and professional groups; demonstrate the ability to balance rights and duties of various social strata; state's care must be felt not only by poor but also by more wealthy people, but naturally it is rather difficult.

The activity of the social state is based on the social justice, social responsibility and social partnership. Implementation of the above-mentioned

economy, based on knowledge, presupposes the availability of regular personnel, which can implement the ideas into life. That is the way how local networks, which ensured the connection between the local authorities and trade unions and their mutual activity, have been created. Having none of their own resources trade unions receive great access to municipal facilities and gain control over their expenses for the benefit of local communities.

On the other side there are international networks, which are formed outside the traditional system of the national states. They are based on cooperation between TNCs, scientific communities, non-governmental organizations, many of which are transnational. Such networks are widely developed due to the Internet. The non-official world system, created by them, contributes to the ordered and universal partnership. Many western experts appreciate that social partners adjust their organizations to the requirements of the new economy.

Social partnership and political power. Under the modern conditions social partnership should be treated not only as a means of protection and security of group interests, but also as a possibility to consolidate social partners' efforts, concentrate them on the tasks, which are vital for any society. The allotment of work and the part of everyone's social responsibility, not only to those whom they represent, but also to the society in general, must be clearly outlined.

Social partners have different political and financial resources. And with the help of legislation all wish to strengthen their position and achieved results. But it is not so easy to get the access to it. To achieve this aim it is important to bear relationship to political power. That is why nearly all active civilian power strives for receiving support form society and state structures, especially executive bodies. This creates tendency towards strengthening of political and psychological aspects of corporate, state social policy and its active instrument's potential, namely social partnership.

The new model of social partnership is far from an ideal one. Social groups want to defend their own interests. But, many participants of this process, keeping in mind their interests, agree, that it is necessary to combine efforts and concentrate them on the tasks that are vital to overcome challenges, which are brought forth to society. Partners' readiness to achieve compromises, their ability to contribute to creation of stable social climate is highly appreciated under these circumstances.

Among the trends that reveal themselves nowadays, there is a tendency

(internal and external) to identify the real its competitive position;

- optimality – in assessing the competitiveness of enterprises is important to consider the ways (and expense) to achieve a competitive position and save it in the future;

- systematic – very important in assessing the impact of factors to take into account the complex internal and external environment of the enterprise [3, p.102].

The large number of research competitiveness, particularly in its components specific to different enterprises and markets, the characteristics of the analysis, management, development, diagnosis and evaluation, indicates a lack of a unified methodology for its evaluation.

Describing the existing evaluation methods of enterprise competitiveness Z. Borysenko, focused on three groups of methods: graphic, matrix, tabular (table. 1) [4, p. 153].

Table 1.

Basic methods of evaluating the competitiveness of enterprises

graphic	matrix	tabular
Based on the construction of "radial diagram of competitiveness" or "polygon of competitiveness". Its criteria: 1) quality; 2) price; 3) finance; 4) trade; 5) after-sales service; 6) foreign policy; 7) preparation before the sale; 8) product concept.	The basis matrix methods - system ordered by column and row of the table. Portfolio analysis tools are used: matrix BCG, GE/MkKensey ("Market attractiveness / competitiveness"), Shell DPM ("The attractiveness of the industry / Competitiveness"), matrix ADL/LC ("Stages of the life cycle of products / competitive position") and others.	Variation of the matrix method.

Evidence of an advantage and show off the graphical approach to the evaluation of the competitiveness of enterprises. However, it is important to choose the optimal number of factors evaluating the competitiveness of enterprises, as currently the approach involves the identification of certain general index (lack of this approach).

Pluses of the matrix methods are the follows:

- ease of generalization of research results;
- set priorities of the enterprise, resource allocation;
- simplify the practice of planning activity;
- can optimally determine the direction of the company

according to an analysis.

However, there are some drawbacks:

- set complex multicriteria high probability impact matrix subjectivity;
- the vast number of matrices do not consider the dynamics of the development;
- formation of some complex matrices requires much effort and time.

Methods for evaluating the competitiveness of enterprises were summarized G. Azoyev and A. Chelenkovym [5, p. 113-135] and A. Efremenko [6, p. 79-81] (table 2).

Table 2.

Groups of methods for assessing the competitiveness of enterprises

The method is based on evaluating competitive products, goods or services of the business, based on the assumption that competitiveness is the higher, as the competitiveness of its products, goods or services. As an indicator that assesses the competitiveness of products, goods or services, using the ratio of two characteristics: quality and price of products, goods or services.	
methods based on the analysis of comparative advantages of enterprises competing	based on the basic tenets of the theory of international division of labor under which a prerequisite to gain industry or enterprise sustainable competitive position is the availability of comparative advantage, allowing for relatively lower production costs compared with competing industry or business. In this case, evaluating the competitiveness of enterprises carried out by comparison not only production costs, but also the volume and rate of return, and (or) sales, and (or) market shares.
method based on the theory of effective competition	to assess the competitiveness of enterprises using the comparison of indicators of enterprise performance businesses competing with averages and indicators
integral method	involves the calculation of the integral indicator of the competitiveness of enterprises, which includes two elements - the factors: criterion reflects the degree of customer satisfaction (characterizes the relative competitiveness of goods) and test efficiency (usually a return on assets, return on equity or average over a period rate of return)
method based on the theory of equilibrium business and industry	provides the relative balance between the competitiveness of the enterprise and the sector competitiveness. However, this method requires a comparison of enterprises in one industry, what company it is advisable to conduct a self-assessment of their activities. For the method comprises a self-assessment of all expert performance of the enterprise for all criteria of assignment depending on the degree of approach or presence of positive results of the evaluation value - 0.25; 0.50; 0.75; 1.00. The sum of these estimates for each criterion is multiplied by "weight" criterion and up, from which is derived the overall assessment of the company. After settlement of introspection the result is compared with the previous estimate of the company or of a measure of firm competitors.

transnational corporations (TNC) better than other could grasp the point of innovations, including social ones, and therefore evaluate the potential of social partnership. And no wonder, as they act in global scale, and hence they have global vision of problems.

The analysis of recent researches and publications. Recently in the EU and the EU member countries a number of documents, conventions and agreements in the EU social and labor rights have been adopted, many union contracts and other documents have been signed, social codes of enterprises, which are of great interest for the study, have appeared. During the last years the study of social problems is in the focus of many researchers, in particular Russian and Ukrainian ones. They wish to represent the new conceptual understanding of these problems from the position of various social sciences. In the frames of political science literature the social problems are rarely appealed to, in particular these questions are analyzed by A. Silenko, O. Skrypnyk, N.Khoma. But there is some uncertainty in interpreting social problems, which requires political analysis and solution.

State, transnational corporations and social innovations of the EU. In the sphere of social partnership of the new type in the EU there are quite active TNC, which use it to improve the work of their enterprises. They strive for acquiring the status of so-called European companies and take certain commitments in the sphere of social partnership, which are fixed in the legal documents. The EU legitimates formulary social innovations. Namely, in TNC, where administrations successfully cooperate with powerful trade unions, appear new forms and new levels of social partnership, which are connected with control functions.

It should be mentioned that the new phenomenon does not get accustomed to any place and any time. It must overcome business resistance, which is not always ready to admit the organizations of working population to get information as to enterprises' activity, management and planning. The deterrent role is often played by a state and its national traditions, which come into conflict with the all-European goals.

Transforming to meet the needs of time, the EU passed to the strategic planning of economic development and social sphere. Nowadays it positions itself as a "network country", implying the idea of the network principle in management and building the organizations, which are called to solve global problems with the assistance of all social partners. It is made possible by modern technical and informational means, and the development of the

accentuate that this is a testing instrument of social policy, which is directly connected with the social structure of any society. In every state all spheres and groups of population in the course of community's improvement try to ensure their own interests and prosperity and that is why they are to cooperate with each other.

The European Union has rich experience in developing social policy and using social partnership in various forms and at various levels: at enterprises, various spheres of economy, countries and in the EU. Social partnership is an experimental instrument of social policy, directly connected with the social structure of any society. All segments of people in every country during the process of community improvement tend to meet their own needs and welfare, and that is why they must correlate with each other.

The policy of social partnership was initiated by entrepreneurs, and trade unions, being their opponents, had to accept this innovation. Gradually, the social dialogue grew, solved and leveled those sharp social conflicts in labor relationship, which had existed previously, and partners positively evaluated the advantages and preferences of a dialogue. The representatives of capital and management made it quicker than trade unions. All in all, the latter learned to benefit it. With time the appropriate scale of values and balance of mutual concessions appeared. Despite the obvious success of European policy of social partnership, it must be admitted that confrontation between social partners has not disappeared, though it has transformed into other forms and revealed itself in other ways. Entrepreneurs and trade unions are equally interested in applying generally accepted forms of conflict settlement and social stress relieving without any detriment to production development.

In this context corporate social policy is of exceptional interest. Against this background the previously determined interests of social opponents merge into a single unity. In Europe as on other continents, social shocks and misfortune are caused by the incompatibility of many modern situations and old social orders. The processes that determine the development of the modern world, and first of all globalization, have led to appearance of innovations and new technologies in many spheres, in particular in the social one.

To great extent they touched the problem of social partnership. The fair-sized activity of the enterprises, which have exceeded the national limits, is of special significance in economy development. The need to coordinate social and labor relationship on the international market level has appeared. The

Thus, there are many different methodological approaches to the assessment of the competitiveness of enterprises. The above methods are different in nature, forming the basis of evaluation factors of competitiveness and so on. etc. With their use the scientists conducting simulation competitiveness.

And last crucial prerequisite enterprise competitiveness evaluation is to determine the factors (factors) and their criteria on which this assessment will be carried out.

Definition and calculation factors used in evaluating the competitiveness of enterprises, based on quantitative interpretation of all areas of the company and the factors that affect the activities of the company and its results. Some indicators constitutes trade secrets and is not available for the evaluation. Application in practice certain enterprise descriptive indicators complicates the specified process. Mostly intuitive in the aggregation and interpretation of quantitative indicators. When calculating the competitiveness of enterprises use a different set of indicators based on unstructured and structured set of indicators. There are the following indices: the competitiveness of products and the effect of its implementation, the ratio of cost of sales to the number of the current period, the ratio of profit to total sales, the ratio of the total value of sales to the cost of inventory; the ratio of the total value of sales to the cost of finished goods; ratio of receivables to total sales; capacity utilization; order book volume and investment [6, p.82].

In determining factors (factors) evaluating the competitiveness of enterprises baking industry should proceed with the actual specifics of the sector. The specificity of the baking industry, as we defined earlier [7, p. 89-90], is that:

- the market is quite intense competition,
- the market is competitive, it operates more than 200 joint-stock companies and from 4 to 6 thousand. Mini bakeries (according to expert estimates). The main competition is between large bakeries and mini-bakery;
- a feature of the market - its locality, which is due to the peculiarities of supply and demand, as well as the specifics of state regulation;
- state regulation of the industry generates unsatisfactory state of technological equipment bakeries, including wear ovens and kneading

machines ranging from 60 to 80%.

Conclusions and recommendations for further research. Thus we can conclude, in the current context of transitive economy to ensure a high level of competitiveness of enterprises is operational assessment of its current level. This assessment may be based on the principles of continuity, comprehensiveness, objectivity, consistency and optimality. Evaluation of the competitiveness of enterprises is now very important scientific issues, as evidenced by numerous scientific development. There are many scientific approaches, methods and models for evaluating the competitiveness of enterprises. Also important prerequisite for competitiveness evaluation of enterprises is to identify the factors of evaluation specific to the industry. A further area of research will be to develop indicators that characterize the impact of each of the internal and external factors on the competitiveness of the enterprises of the baking industry.

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СОВРЕМЕННЫЕ ТЕНДЕНЦИИ УСИЛЕНИЯ ВЛИЯНИЯ ГОСУДАРСТВА НА СОЦИАЛЬНУЮ ПОЛИТИКУ И СОЦИАЛЬНОЕ ПАРТНЕРСТВО В СТРАНАХ ЕВРОПЕЙСКОГО СОЮЗА

В статье исследовано влияние государств на развитие социальной политики, социального партнерства и социально-ответственного бизнеса в деятельности ЕС. Деловые круги начинают реализовывать в своих внутренних корпоративных отношениях принципы социальной ответственности и партнерства, заложенные в европейской социальной модели, демонстрируют понимание, что современная политика и экономика значительно зависят от качества человеческих ресурсов, интеллектуального капитала, способного обеспечить развитие современных обществ.

Ключевые слова: социальное государство, социальная политика, социальное партнерство, социально-ответственный бизнес, Европейский Союз, Европейская Комиссия, транснациональные корпорации.

Introduction

In developed countries of the world modern systems of social policy and social partnership were formed in the early 40s of the 20th c. The European Social Charter (1961) became the main document regulating social policy, and it proclaimed human right for social progress. Over the time of its functioning the EU has accumulated great experience of social policy development and usage of social partnership in various forms and at various levels. Social policy and social partnership are being developed at enterprises, branches of industry, states, and within the EU community. Social policy covers all spheres of people's vital activity, viz. political, industrial, social, spiritual, and regulates relations between society, groups, communities and an individual in every of these spheres and in zones of their interaction. To wide extent the notion of "social policy" means leading role of a state, which is based on the system of rules (norms), normative structures, which make decisions and organize activity contributing to drawing in various subjects to the political processes. The aim of such influence is to assist in forming the community of interests of the general public and consolidating the society, to obtain the state's support. While interpreting the notion of "social partnership" it is necessary to

Butyrська Ірина

MODERN TENDENCIES TO THE STRENGTHENING OF THE STATE'S INFLUENCE ON SOCIAL POLICY AND SOCIAL PARTNERSHIP IN THE EU COUNTRIES

The paper deals with the states' influence on the development of social policy, social partnership and socially-responsible business in the EU activity. Business circles start realizing principles of social responsibility and partnership in their corporate relations, laid in the basis of the European social model, demonstrating their comprehension of the fact that modern economy more and more depends on the quality of human resources, intellectual capital, which is able to ensure development of modern societies. Civil society, and socially-responsible business, which is a part of it, plays an important role, displaying activity in the states' development.

Keywords: Social state, social policy, social partnership, socially responsible business, European Union, European Committee, transnational corporations.

Бутирська Ірина

СУЧАСНІ ТЕНДЕНЦІЇ ПОСИЛЕННЯ ВПЛИВУ ДЕРЖАВИ НА СОЦІАЛЬНУ ПОЛІТИКУ І СОЦІАЛЬНЕ ПАРТНЕРСТВО В КРАЇНАХ ЄВРОПЕЙСЬКОГО СОЮЗУ

У статті досліджено вплив держав на розвиток соціальної політики, соціального партнерства та соціально-відповідального бізнесу в діяльності ЄС. Бізнесові кола починають реалізовувати у своїх внутрішніх корпоративних відносинах принципи соціальної відповідальності і партнерства, закладені в європейській соціальній моделі, демонструють розуміння, що сучасна політика й економіка значно залежить від якості людських ресурсів, інтелектуального капіталу, здатного забезпечити розвиток сучасних суспільств. Певну роль тут відіграє громадянське суспільство, частиною якого є соціально-відповідальний бізнес, демонструючи активність у розвитку держав.

Ключові слова: соціальна держава, соціальна політика, соціальне партнерство, Європейський Союз, Європейська Комісія, соціально-відповідальний бізнес, транснаціональні корпорації.

Kichuk Nadezhda

MACROECONOMIC INDICATORS OF SOCIO-ECONOMIC DEVELOPMENT OF UKRAINE

The main macroeconomic indicators of socio-economic development of Ukraine are analyzed. There are explored and analyzed such indicators as: the Gross Domestic product, Consumer Price Index, the unemployment rate, Trade Balance, Business Environment, Fiscal policy. The last tendencies of Ukraine's economy are explored. The main problems of development and growth of economic potential of Ukraine are discovered. The propositions to improve the economic level of Ukraine were made. The main propositions are: the liberalization of the market, which includes the creation of an open and clear legal frameworks, transparent taxation, stabilization of the currency, creating new work places for people, decent and open conditions for foreign investments etc.

Keywords: macroeconomic indicators, economic potential, price index, trade balance, business environment, fiscal policy.

Кічук Надія

МАКРОЕКОНОМІЧНІ ПОКАЗНИКИ СОЦІАЛЬНО-ЕКОНОМІЧНОГО РОЗВИТКУ УКРАЇНИ

В статті проаналізовано основні макроекономічні показники соціально-економічного розвитку України. Розглянуто такі показники, як: обсяг валового внутрішнього продукту, індекс споживчих цін, рівень безробіття, торговий баланс, бізнес-середовище, податково-бюджетна політика. Розглянуто останні тенденції розвитку української економіки. Виявлено основні проблеми розвитку і зростання економічного потенціалу України. Наведені рекомендації щодо підвищення економічного потенціалу України. Основними положеннями є: лібералізація ринку, яка включає в себе створення відкритих і прозорих правових положень, прозорого оподаткування, стабілізації валюти, створення нових робочих місць для людей, гідних і відкритих умов для іноземних інвестицій і т.д.

Ключові слова: макроекономічні показники, економічний потенціал, індекс цін, торговий баланс, бізнес-оточення, фіскальна політика.

Кичук Надежда

МАКРОЭКОНОМИЧЕСКИЕ ПОКАЗАТЕЛИ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ УКРАИНЫ

В статье проанализированы основные макроэкономические показатели социально-экономического развития Украины. Рассмотрены такие показатели, как: объем валового внутреннего продукта, индекс потребительских цен, уровень безработицы, торговый баланс, бизнес-среда, налогово-бюджетная политика. Рассмотрены последние тенденции развития украинской экономики. Выявлены основные проблемы развития и роста экономического потенциала Украины. Приведенные рекомендации по повышению экономического потенциала Украины. Основными положениями являются: либерализация рынка, которая включает в себя создание открытых и прозрачных правовых положений, прозрачного налогообложения, стабилизации валюты, создание новых рабочих мест для людей, достойных и открытых условий для иностранных инвестиций и т.д.

Ключевые слова: макроэкономические показатели, экономический потенциал, индекс цен, торговый баланс, бизнес-среда, фискальная политика.

Macroeconomic indicators are statistics that indicate the current status of the economy of a state depending on a particular area of the economy (industry, labor market, trade, etc.). They are published regularly at a certain time by governmental agencies and the private sector.

The macroeconomic indicators above all lagging indicators are primarily from the fact that the economy may already have changed since computing the above indicators. This means the economy may actually be doing better or worse than the numbers indicate. Therefore, it can be difficult to actually determine the strength of an economy based on these indicators alone.

In this article we will explain each of these indicators and in the same time we will analyze these indicators on the example of Ukrainian economy.

The Gross Domestic product (GDP) in Ukraine contracted 2 percent in the first quarter of 2014 over the previous quarter. GDP growth rate in Ukraine averaged 0,55% from 2010 until 2014, reaching an all time

functions of each other and controlling each other's work. Mutual threat of losing their power by all authoritative bodies is aimed at maintenance of balance between them and at creation of preconditions for constructive cooperation. The Bulgarian parliament controls the government's activity by means of classical techniques of requests and inquiries.

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The relations between the president and the government escalated when the odds in the National Assembly were in favor of left or right forces. In 1992 president Zh. Zhelev criticized F. Dimitrov's government. Both political leaders belonged to the Union of Democratic Forces; Zh. Zhelev was the first UDF's head, and F. Dimitrov took up this position later. Being the head of the country, Zh. Zhelev pursued a policy, aimed at maintaining the balance between various social groups and achieving the national harmony. The cabinet of right forces due to its extremism created some tension in the country, and therefore caused sharp criticism on the part of extra-parliamentary opposition of trade unions.

In 1995 the confrontation between two authority institutions was extremely escalated, when the socialistic government tried to limit the president's power. Zh. Zhelev offered to amend the Constitution by broadening the power of the president. But he was accused of attempts to create dictatorship, interfere with the work of the parliament and government, and control the work of the Constitutional Court. The struggle in the parliament affected the legislative activity. The president used his right to return laws as requiring improvement. The presidential amendments concerned those laws, which were aimed at establishing a non-communistic country. The parliamentary majority, consisted of the socialists, ignored all Zh. Zhelev's amendments.

After a decade of the right politicians' presidency (Zh. Zhelev, P. Stoianov) since 2001 the socialist H. Pirvanov twice has been elected as president of the country. He came out for stoppage of the struggle between the authoritative institutions and believed that it was possible to achieve stability, if the power was divided between the authoritative bodies, but not in case of their separation or confrontation. In 2011 Rosen Asenov Plevneliev was elected as president. The fifth president of Bulgaria is a politician and entrepreneur. He was a minister of regional development in the centre-right government CEED (Citizens for European Development of Bulgaria). In economic policy the president stands for the tax lowering, business maintenance and budget gap reduction. Someone believed Plevneliev's victory as a step towards strict economic reforms but it did not happen. The president carries out his responsibilities and does not interfere with the work of the parliament.

Thus, it should be mentioned that stabilization of the state institutions includes statehood strengthening guarantees. The relationship between the government and parliament is revealed in their cooperation in carrying out the

high of 3.90 % in the second quarter of 2010 and a record low of -2 % in the first quarter of 2014. GDP growth rate is reported by the State Statistics Service of Ukraine [1].

Ukraine is a middle income country. The nation possesses rich farmlands (wheat, rye, flax, corn, sugar beets, sunflowers), vast mineral resources (iron, manganese, coal, aluminum, natural gas, oil, titanium), well-developed industrial base (steel, tractors, machinery, building materials, fertilizers and major products) and highly trained labor. Yet, the economy remains in poor condition due to underdeveloped infrastructure, corruption, bureaucracy and political turmoil.

Consumer Price Index (CPI) - a measure that examines the weighted average of prices of a basket of consumer goods and services, such as transportation, food and medical care. A measure of changes in the purchasing-power of a currency and the rate of inflation.

The CPI is calculated by taking price changes for each item in the predetermined basket of goods and averaging them; the goods are weighted according to their importance. Changes in CPI are used to assess price changes associated with the cost of living. It shows the effect of inflation on purchasing power. Ukrainian consumer price index we can see with figure 1[1].

It is probably the most crucial indicator of inflation. It represents changes in the level of retail prices for the basic consumer basket. Inflation is tied directly to the purchasing power of a currency within its borders and affects its standing on the international markets. If the economy develops in normal conditions, the increase in CPI can lead to an increase in basic interest rates. This, in turn, leads to an increase in the attractiveness of a currency.

The unemployment rate is a measure of the prevalence of unemployment and it is calculated as a percentage by dividing the number of unemployed

Individuals by all individuals currently in the labor force. It reflects the overall health of an economy or business cycle. In order to understand how an economy is functioning, it is important to know how many jobs are being created or destructed, what percentage of the work force is actively working, and how many new people are claiming unemployment.

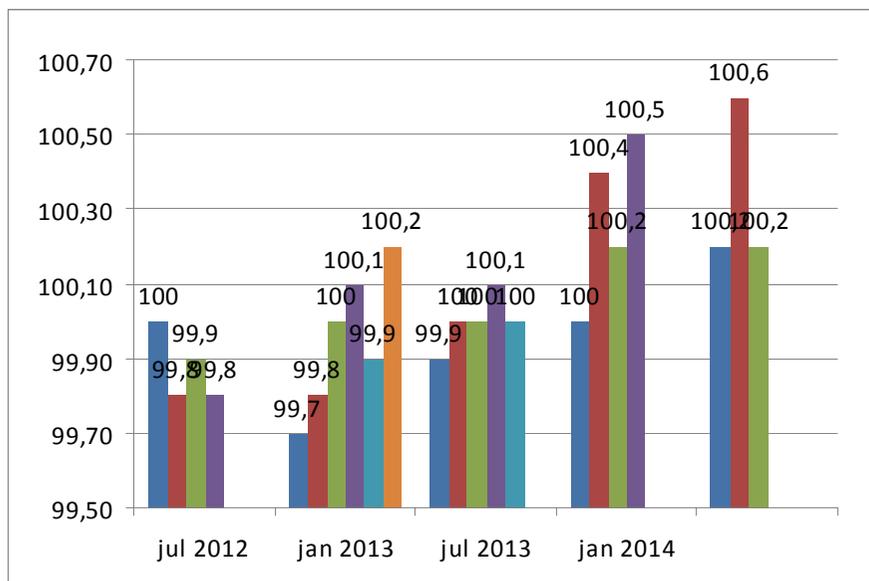


Figure 1. Ukraine consumer price index (CPI),
[Source: State statistics service of Ukraine]

Statistics show that in 2013 the State Employment Service employed 113,200 people from "low-competitive" categories on the labor market. This is almost twice as much as last year.

Ministry of Social Policy officials point to the increase in employment of persons after professional training at the state expense. In January-September 2013, 180,500 unemployed persons received professional training that was advised by employment centers. There was also an increase in the number of persons who started their own businesses after one-time annual unemployment assistance. From January to September 2013 this right was exercised by 11,600 people, which is 2,900 more from 2012.

Analysts say Ukraine's labor market is stable and riding a positive trend. According to ILO polls, unemployment rate in Ukraine is down. During the first half of 2012, it was 7.8%; during the first half of 2013, it was reduced to 7.5%. The unemployment rate in Ukraine is still lower than in many EU countries. According to regular reports of Euro statistics, the

The institution of the president is a subject of controversy and doubtful interpretations. The constitutional status of the head of the country presupposes his active role in the political life of the country. Being the highest official, he plays the role of a person who unites everyone, the role of a peculiar republican monarch. Researchers, in their theoretical investigations, sharply criticize this presidential function of a referee due to its ambiguity and indeterminacy. Arbitration function of the president is interpreted in the following ways: 1) the head of the country – the highest instance, who takes final decisions; 2) the head of the country, who maintains neutrality, does not interfere with the political game while its rules are not violated. The last interpretation is close to the idea, which is mentioned in the Constitution of Bulgaria. According to it, there is no way to create the presidential authoritarian regime. On the whole, the efficiency of the president's interference with the politics depends on his authority and action pattern more, than on his constitutional powers.

The institution of the president is assessed by the Bulgarian researchers in different ways: some believe it to be a weak and powerless one, other appraise the president's powers as temperate, which correspond to the president's place in the parliamentary republic. In most cases the president's interference with these or those issues is judicially based, but in general its powers has moral character, which allows the president to give recommendations and make demands on other authoritative bodies, namely to address to the Constitutional court. Active role of the president in the process of politics formation is ensured by the political acts, such as address to the nation and to the parliament.

The relations between the president and the parliament in the Bulgarian parliamentary republic are built just to guarantee the independence of the parliament. The date of convocation of the parliament is fixed in the Constitution. Newly elected parliament is convened by the president not later than in a month after the elections. If it does not happen, then 1/5 of deputies is enough to convene the parliament. According to the Constitution, in case when, the agreement as to the government formation is not reached, the president appoints acting government and dissolves the parliament, fixing the date of the new parliamentary elections. This is the only case which allows the president to dissolve the parliament. Such immunity of the parliament is believed to slow down the recovery from political recession and that is why, it is necessary to mention in the amendments to the Constitution, the procedures, which will give an opportunity to renew the parliament quickly.

diminishes parliament's responsibilities, but does not change the model of the authorities.

The main function of the parliament is a legislative one. Every deputy has a right of legislative initiative. The same right has the ministers' council as a collective body and the president. The activity of every composition of a parliament since 1989 has its own peculiarities, but among them we can single out the work of the 36th National Assembly (1992-1994). Reinforcement of the right powers, liberal politicians from the oppositional UDF activated parliament's work in the sphere of adoption laws, which contributed to the cardinal changes in the life of the Bulgarian society. The results of the elections did not guarantee majority for any political power. The confrontation that took place between the BSP and the UDF during the pre-election battles went on inside the parliament and as a result of this 220 laws and 272 decisions were adopted. Among them one can single out a number of laws which accelerated the changes in the political and economic systems of the country. This composition of the parliament adopted the Law on transformation and privatization of the state and communal enterprises, and a number of restitution laws: the laws on renewal the ownership right in the sphere of trade (shops, workshops, storehouses, tailoring shops), the law, according to which the movable and immovable property of the BCP, the BAPU, the Fatherland Front, the YCL, trade unions etc., which had been received by them after September 9, 1944, was returned to the state ownership.

In the parliamentary republic of Bulgaria the president's prerogatives are strictly limited. The relations between the Bulgarian parliament and president are based just to guarantee the independence of the legislative body. The date of convocation of the parliament is fixed in the Constitution. The Bulgarian president cannot dissolve the parliament ahead of time. He can use his right of dissolving the National Assembly, which is backed up by the parliament, only in the case when all constitutional opportunities as to the government formation are confined. At the same time according to the constitution, he is obliged to specify the date of the new parliamentary elections. In order to avoid the development of the parliamentary crisis into the general political crisis, the parliament cannot be dissolved during the last 3 months of the presidential powers. Such immunity of the parliament has its negative side, it can cause a situation when the composition and work of the parliament do not satisfy the society, and the effective government cannot be created.

EU unemployment rate, as of July 2013, was up to 11% (19.2 million in absolute terms) year-on-year (10.5%) as we can see on figure 2.

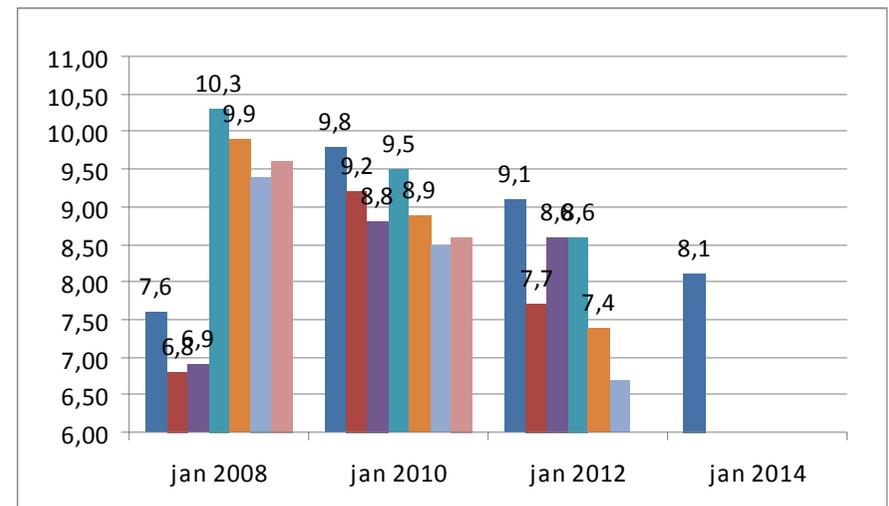


Figure 2. Ukraine unemployment rate Percentage of the labor force [Source: State statistics service of Ukraine]

The labor market in Ukraine has developed gradually. Having passed first from an agricultural state to an industrial one, Ukraine started on the path of a service-oriented economy. As the national labor market increasingly become oriented toward such industries as tourism, entertainment and leisure. Today more than half the national labor force is involved in the service sector.

Thorough the Ukrainian labor force is characterized as highly qualified and skilled, the level of labor pay is much lower than in developed countries. Ongoing political and economic instability has led to rapidly increasing labor migration in which both skilled and unskilled workers leave the country in order to find more reliable sources of income.

Trade Balance - the difference between a country's imports and its exports. A country has a trade deficit if it imports more than it exports; the opposite scenario is a trade surplus.

Following some deterioration in March 2013, Ukraine's current account gap narrowed in April. In March 2013, exports fell by almost 10%, affected by weather-related transportation disruptions and Russia's new

trade restrictions. As these causes proved to be short-lived, Ukraine's merchandise exports reported a 3% increase in April. Thus, exports of machinery and transport vehicles grew by 2.7% in April, compared to a 16% reduction in March.

Almost 70% of this commodity group's exports are destined for Russia and other CIS countries, which makes it vulnerable to trade relations with these countries. Indeed, Russia's suspension of the quality production certificate for a major Ukrainian producer of railcar castings [1] weighed on rail machinery production and exports during the first four months of 2013. Although the certificate was reinstated at the beginning of April, output limits were imposed. Additionally, given slowing economic growth in Russia, the rate of expansion of this commodity group's exports is likely to remain subdued.

Economic weaknesses in the EU, one of the key overseas markets for Ukraine, and ongoing downward trend of world steel prices, weighed on exports of metallurgical products, which decreased by about 6.5% in March and April. In addition, exports of agricultural and food products were almost 10% lower in March-April 2013, compared to the corresponding period last year.

A high base effect and wheat export restrictions imposed at the end of last year were the main reason for the decline. Indeed, the government and grain traders agreed to ban grain exports following their rapid growth amid a moderate harvest in 2012. As the ban was lifted at the end of April, agricultural exports may improve in the coming months.

On the upside, Ukraine's exports of mineral products rose by 47% in April, mainly on account of higher shipments of iron ores. Strong foreign demand for iron ores and international supply disruptions due to adverse weather conditions in Australia and export restrictions in India helped drive Ukraine's exports. In addition, exports of chemical products (fertilizers in particular) grew by 13% in April.

In contrast to exports, imports kept declining in March and April. A 6.4% and an almost 8% reduction in imports over these two months, respectively, was mainly the result of government efforts to reduce energy imports. Indeed, foreign supplies of mineral goods to Ukraine went down by 14% in March and 30% in April. The Ukrainian authorities have been taking steps to reduce energy imports by diversifying natural gas supplies, substituting imports with domestic fossil fuels and stimulating

forming the government, the parliament chooses the prime minister. The parliamentary majority offers its candidate for the position, and then the head of the government forms the cabinet. As the government must have the vote of confidence from the parliament, it is elected by the parliamentary voting. This circumstance limits the capabilities of the cabinet's head to change the composition of the government.

The parliamentary system of Bulgaria depicts the idea of rational parliamentarianism, when the constitutional system has judicial techniques to keep stability and power of the government when there is no parliamentary majority. The relationship between the government and parliament is revealed in their cooperation in carrying out the functions of each other and controlling each other's work. The Bulgarian parliament controls the government's activity by means of classical techniques of requests and inquiries. But if the time for the deputies' requests and inquiries is limited and the deputies' speeches are restricted to the short statements concerning the certain problem, then there is nothing of that sort as to the ministers' answers. This circumstance let the latter have the advantage in the course of discussion. Such type of parliament's work presupposes transition to the general consideration of a case after the concrete inquiry, including 1/5 of deputies. The parliamentary opposition has a right of discussion the problems concerning the governmental activities, but it is extremely limited by the majority's will, and the position of parliamentary groups is not taken into consideration.

The parliamentary opposition has a right to cause the dissolution of the government by raising the issue of no-confidence to the government. The right to raise the issue of no-confidence can be achieved with the help of 1/5 of deputies, i.e. 48 persons. Qualified majority is necessary for the government to be resigned. In case, when the parliament expresses no-confidence to the prime minister and the cabinet of ministers, the cabinet loses its powers. If the parliament does not support the issue of no-confidence, then voting as to this matter can be held only in 6 months. This norm allows defending the government from constant parliamentary attacks. The national assembly can raise the issue of both overall governmental policy and just a concrete case. While voting it is enough for the government to get simple majority, for the decision to be taken for its benefit. Though, according to the Constitution the parliament is the highest power in the country, the executive branch, represented by the government, from time to time becomes the centre of all powers in the country and this, to the point of view of many political scientists,

states that the success as to the fundamental ideological issues was achieved during the round table conferences, but the mechanisms of their maintenance were not worked out and this slowed down the pace of the reforms, especially in the economy of Bulgaria.

The broadened composition of the parliament – the Great National Assembly established the parliamentary republic in Bulgaria and according to the constitution of 1991 the parliament is a legislative body, the government is the executive body and the president is the mediator between these political institutions. H. Bliznashki states that the problem of achieving the balance between the separated authorities is a key issue not only for Bulgaria but also for any normal parliamentary system, and the history of parliamentarianism is a search for the magical formula of maintenance of the stable balance between the parliament and the government. The search for this formula is complicated as in practice, the centre of balance in the state politics constantly changes and the close cooperation between all spheres of authority in ensuring the legal regulation of social processes is necessary.

Representative democracy in Bulgaria as a form of mediation between the civil society and the state. Revealing the thesis given in the subtitle, it is necessary to mention that ideally the national representatives' activity should be aimed at achieving social benefit. But the Bulgarian reality differs from the ideal model. Parliamentary democracy, which revived in the late 20th c., now is in the process of formation, when party structures have not stabilized yet, and the inner-party splits are real both for the historical parties and the leading parties of the transitional period – the UDF and the BSP. It influences the parliamentary activity as the parties do not represent the interests of the wide strata, but “serve mainly the interests of the elite and a part of middle class, assuring the stability of a new more democratic system for the others”.

The Bulgarian parliament, or the National Assembly, is a single-chamber system, which is elected once in 4 years among 240 deputies, who represent various political parties, which surmount 4% barrier during the elections. The control over the activity of the parliament as a legislative body is taken by the president with the help of veto and the Constitutional Court, which can abolish any adopted law. The parliament plays a key role in formation, structuring and changing of governments, decision making processes as to national referendums, approving state loans, ratification and termination of the most important international agreements, declaring military situation. While

energy savings.

As export performance improved while imports continued to decline, Ukraine's current account gap in April was almost 30% lower than last year, while the first four months deficit stood at \$2.4 billion, about \$0.6 billion lower than in the corresponding period of 2012. Moreover, Ukraine has been generating solid capital account surpluses this year, benefiting from loose international liquidity, revival of foreign investors' risk appetite and likely larger repatriation of Ukrainian funds from offshore due to recently increased safety concerns.

The inflows of foreign capital helped cover Ukraine's current account deficit, meet its foreign debt liabilities and slightly replenish its gross international reserves. The latter grew by 2.1% mom to \$25.2 billion at the end of April. Although the reserves stayed slightly below three months of imports, the overall Balance of Payments trends this year look encouraging, supporting our view of diminished pressures for exchange rate adjustment.

Business Environment - the combination of internal and external factors that influence a company's operating situation. The business environment can include factors such as: clients and suppliers; its competition and owners, improvements in technology, laws and government activities and market, social and economic trends.

Since 1991 throughout all these years of independent development, Ukraine has moved significantly from a centralized planned economy, it once had within the USSR, toward a free market economy. Gradually modifying its legal system, Ukraine has been growing into an independent player at the international marketplace and in 2008, Ukraine joined the WTO. There is still a lot of work to be done, especially in regards to updating the Ukrainian economy markers to the EU standards.

However, the major improvements achieved in the business environment in Ukraine, since the country gained independence in 1991, have opened up the market for foreign direct investment (FDI). There is a law on foreign direct investment, an extensive privatization program has been carried out since the mid-nineties, and several new commercial laws now regulate foreign trade, taxation and banking. The legal and regulatory framework for investment and commerce is in place. The legal framework for FDI has become better over time. Although it still

needs enhancement, the government's top policy priority is to attract more FDI. There are such government bodies, as the Cabinet of Ministers, the Ministry of Finance, and the Ministry of Economy that handle the matters related to FDI.

Ukrainian law pledges to protect foreign direct investments in a variety of ways. Some allow for the full repatriation of profits, invested capital and the wages of expatriate employees in hard currency, once taxes and other debts have been paid. If nationalization or expropriation takes place, Ukrainian law guarantees quick hard currency compensation of the full amount that was invested. It also provides a 10-year guarantee against changes in legislation that could damage foreign investors in any way.

Ukraine has signed many bilateral investment treaties with a variety of countries. Projects from treaty countries may sometimes be allowed to import machinery and other equipment tax free or at concessional rates, with the possible exception of restricted sectors like banking, insurance and heavy industry. There are also provisions for international arbitration in the settlement of disputes between foreign investors and the state. Products manufactured by a company with ties to a foreign company are exempt from export licensing and quotas, although such benefits do not apply to all products. All in all, Ukraine has made great progress over the past years in making its economy both stronger, more stable and open for foreign investments.

Ukraine's overall Doing Business 2013 ranking is 137, recording a 15 point increase from last year.

Fiscal policy - it is the use of government revenue collection (taxation) and expenditure (spending) to influence the economy.

Despite signs of improving economic performance, Ukraine's fiscal challenges seem to be mounting. State budget revenues fell by 6.5% in nominal terms in April, while expenditures rallied at almost 18%. As a result, the state budget deficit widened sharply that month, while the cumulative deficit was almost four times higher than in January-April of 2012.

On the expenditure side, social security and public debt-related spending were the main drivers of state budget expenditure growth over the first four months of the year. In particular, social security and protection outlays rose by 42% , while public debt service payments were up by almost 30% over January-April. Although these spending increases were

26 oppositional political groups and movements took part in creation of the new rules of political cooperation. During the talks between the BCP's elite (later renamed into the BSP) and the opposition, represented by the Union of Democratic Forces (the UDF), which had got stronger in various discussions, the agreements as to the principles of the subsequent democratic system and security assurance for the BCP's elite were achieved. Many UDF's representatives later on became leading politicians in the country. The draft of the law on the recognition of the multi-party system was made up in spring 1990 at the round table conferences. Political pluralism was consolidated in the Constitution in 1991 and later the laws on political parties and regress of the BCP's property into the state's ownership were approved.

The role of the round table, which was in the origins of the country's democratization, more and more draws the attention of the Bulgarian researchers. Its work was stipulated not only by the BCP's position but also by the increasing social tension and the process of young democratic power formation, which, for a long time, hadn't had an opportunity to be in opposition.

From its beginning the process of transformation in Bulgaria was moving towards democratization and parliamentarianism, as the system of governing that presupposed the existence of the multi-party system in the society and the opposition to the ruling majority in the legislative body, which creates the foundations of the talks as a subsequent governing tool. Even before the legislating formation of the new regime with the help of the constitution, the round table conference helped to work out the principles of the future democratic system.

Its meeting was presupposed by the political crisis, which occurred after the resignation of A. Lukanov's socialist government in the late 1990. The practice of holding round table conferences as a mechanism of political crisis solving was fixed in the Bulgarian constitution: the Advisory National Security Council, headed by the president of the country, was created. The experience achieved during the negotiations between the political elites was further used in the parliamentary practice. The subsequent development of the democratic processes is stipulated by the so-called "agreement" between the supreme party elite and politicians-democrats. There was a differentiation of labor between them: political language was developed by the intellectuals and structural reforms were carried out by the old political elite, which did not forget about their own interests in the new social and economic conditions. P. Cabakchieva

for democracy, failed.

The mission of modern parliamentarianism is to soften social confrontation and to widen civilized forms of various social strata. To some extent it is embodied in the work of the Bulgarian parliament. Only at the end of the 20th c. for the first time in the Bulgarian history, rights of a personality, his/her dignity and safety were proclaimed the highest state value in the new Constitution (July 12, 1991). But there is a long gap between the declaration of aims and tasks, and their practical realization. And even after a quarter of a century many researches still skeptically appraise the approaching to the solution of these tasks. It is necessary to highlight that at the beginning of transformation (1989) civil society in Bulgaria was just reviving. The society was socially homogenous, as the social differentiation had just begun, and the group identification was absent. Many Bulgarian researchers state that revolutionary changes took place in the country where there were no revolutionary conditions, but where the crisis of legitimacy began and which overgrew into the political crisis that formed new rules of the game.

Till the end of the 80s the Bulgarian society was dissatisfied with some members of BCP's political-bureau and government, but not with the regime in general. The Bulgarians quite understood the growth of the economic crisis and inefficiency of the "cosmetic reforms" carried out by T. Zhivkov's regime and inability of the leading class to sustain the crisis. Social and economic transformation as "the revolution from the top" was implemented by the supreme party elite in their own interests. This elite was the only group who had clearly defined group-consciousness, based on the safeguarding their privileged status. Social breakdown took place when the former Bulgarian communist elite exchanged their political power for leading economic positions and privileges that could happen only in a weak society, which hadn't had time to form its group interests. The wave of the meetings in Bulgaria during the first years of transformation showed the desire to change the political system. The establishment of the democratic parliament institution helped to change the unconstructive street confrontation for the struggle of political and social interests in the institutional frames of representative authority.

At first the tasks of transformation were to weaken the absolute control of the BCP, which was in power, and to create the balanced authority made of various social groups. The Constitution (1991), which legalized social and economic changes in the country, had been preceded by the talks between the opposition and the BCP during the round table conferences (first part of 1990).

partly offset by expenditure savings on public investment and other discretionary spending, budget outlays grew much faster than receipts.

Despite growing fiscal pressures, however, the fiscal situation remained manageable thanks to solid domestic and external borrowings. Taking advantage of

loose international liquidity and a revival of investors' risk appetite, Ukraine issued \$1.25 billion 10-year Eurobonds in mid-April at a 7.5% coupon rate, 12.5 basis points and 30 basis points lower than the yield rates of the February 2013 and November 2012 Eurobond placements, respectively.

Moreover, benefiting from improved banking sector liquidity and diminished UAH depreciation pressures, Ukrainian authorities were very active in attracting funds in national and foreign currency on the domestic debt market.

Over the first four months of 2013, Ukraine issued UAH 16.1 billion (around \$2 billion) of UAH -denominated and \$2.4 billion of USD-denominated domestic bonds. The attracted funds were sufficient to cover the widening fiscal deficit and to meet Ukraine's foreign public debt liabilities, even in the absence of IMF financing. However, despite favorable Monthly State Budget Execution, not seasonally adjusted current picture, further consolidation measures are necessary to sustain public finances.

Government officials have already announced that they've been developing budget revision proposals. Although the details were not available, we believe a mix of revenue increases (e.g., by further raising excise taxes) and spending cuts will be proposed, which would help narrow the general public sector deficit to around 4% of GDP in 2013.

Monetary policy - the actions of a central bank, currency board or other regulatory committee that determine the size and rate of growth of the money supply, which in turn affects interest rates.

Consumer inflation remained low in Ukraine in March and April 2013. Annual inflation stayed at -0.8% in April, unchanged from March, reflecting declining fuel prices, mostly flat utility tariffs and falling food prices, which offset higher prices on alcohol and tobacco, communication and other services. In addition, clothing and footwear prices were down by 2.7% , and furniture and household equipment by 0.2% in April.

Due to a high share of imported goods, the price decrease in these commodity groups may be attributed to diminished UAH depreciation pressures. Furthermore, the monetary impact on inflation remained subdued, despite the observed speed-up in money supply growth over the last few months.

Inflation is forecast to slightly accelerate in 2H 2013 amid a fading favorable base effect and eventual adjustment of utility tariffs. However, the government has been actively seeking ways to sustain Naftogaz financing without a painful adjustment to natural gas tariffs for the population. As a result, the tariff increase may be rather gradual or may apply to only select households. Hence, given current price developments and likely moderate tariff adjustment, consumer price growth is expected to be contained at around 4% at the end of the year[2].

Money supply growth continued to gain momentum in March and April. An almost 17% increase in M3 monetary aggregate in April 2013 was the result of

acceleration in monetary base growth and a buoyant increase in deposits. Thus, annual growth of the monetary base increased to 12.8% in April, up from about 10% in March. The speed-up mainly reflected improvements in banking sector liquidity, underpinned by lower NBU sterilization operations and greater refinancing activity.

Although government cash balanced with the NBU rose in March and April, the impact of their increase was outweighed by large NBU purchases of government securities. The NBU remained the principal buyer of government bonds over the first four months of 2013; its portfolio of government bonds grew by 19% over the period. As a result, the share of government securities held by the National

The volume of deposits in the Ukrainian banking system kept growing, adding almost 20% in April on an annual basis. Corporate deposits gained 22.8% over the period, which may be an additional signal of reviving economic activity and the improving financial stance of Ukrainian enterprises. At the same time, it may also point to subdued investment activity, as money is deposited in commercial banks rather than invested.

Despite improved banking sector liquidity and low inflation, interest rates on deposits have reported moderate declines since the beginning of the year, as household deposits are among the most important source of

paternalistic country. The process of democracy and parliamentarism formation in Bulgaria is correlated with strangling the principle of individualism over the last two centuries. To the Bulgarians point of view, individualism is “the main constructive element of the civil society”. Thus, the complicated processes in the political life of Bulgaria are stipulated by the insufficient level of the society development and citizens’ self-consciousness.

After the WWII the development of Bulgaria according to the Soviet model did not contribute to the civil society formation. In the parliament as well as in the socialistic Bulgarian society, multi-party system was only declared. Nominally the political life of the country was characterized by the existence of such parties as – Bulgarian Agrarian People’s Union (BAPU), which was the ally of the communists and the Fatherland Front, as the social movement. But the multi-party system was relative, as the Bulgarian Communist Party (BCP) held the power. Since the 50s of the 20th century the political opposition in Bulgaria was absent. So, the return to this political institution revealed many problems in the 90s of the 20th c. The multi-party system which was invented, fictitious and just kept up appearances of the BAPU and the Fatherland Front significance, led to the fact that the BCP was at the head of the parliament, politics and all other social structures. The unification of the state and the communist party precluded the autonomy of the individual.

The post-communist epoch confronted Bulgaria with the problem of accelerated modernization and the necessity of civil society development. It was vital to help out the country of the social and economic crisis. If till 1989 pre-reform social order was based on the absence of civism and political democracy and was carried out in the frames of central planned economy, then democratization at the beginning of reconstructing was understood as formation of civism, political democracy, new institutional norms and markets. But expectations for rapid changes were illusive; they did not take into consideration their previous experience.

For several times since the late 19th c. Bulgaria has started implementation of radical reforms, which were to have led the country to the cardinal accelerated development. But all the attempts failed. In accordance with a number of Bulgarian researchers’ observations, the attempts to overcome the antagonism between the strengthening of social and economic interests, which characterized the early stages of modernization, and the necessity for various social strata representation in the authorities, which is vital

the Orthodox World, and which became vital for Bulgarians survival under the conditions of Turkish enslavement. These circumstances prevented the appearance and strengthening of the individualism principle among the Bulgarians. H. Fotev mentions, that “civil society could not appear without the turn of the deep-rooted conservative life paradigm of the stable traditionalism”.

The problem of Bulgaria modernization is also interrelated with the traditionalism overcoming and formation of civil society. The scholar believes that the socio-cultural phenomenon of modernization appears when traditionalism is removed as a barrier for the subsequent development of society, and historical memory becomes an instrument, which contributes to the development of society, but does not hamper it. The attempts of the first modernization of Bulgaria are referred to the interwar period; the second wave of modernization took place in the frames of the Soviet type system after the WWII and failed.

In the 80s – 90s of the 20th century the Bulgarian society faced the problem of new modernization of the country, the third in succession. The peculiarities of Bulgaria democratization are stipulated by the differences of the historical processes in this Balkan country in comparison with western countries. European modernism is closely connected with the appearance of national states that became an absolutely new stage in the statehood development. For the Bulgarians the process of statehood creation was a national idea, which united the society during the struggle against the Turks. Belated formation of the statehood that took place in the late 19th c. left its mark on the Bulgarians’ social consciousness, which reveals itself even in the 21st century in the feeling of incompleteness of the national unification of the Bulgarian lands (there are scientific discussions nowadays). The idea of nation-preservation is still dominant in the Bulgarians’ mass consciousness, it feeds statehood frame of mind, which have been deeply rooted in the Bulgarian society since the time of socialistic country. Nationalism as a unified ideology was used by T. Zhyvkov’s regime in the late 80s (the campaign concerning the alteration of Muslim and Bulgarian names, which drew a wide negative response in the world).

New leading elite in the 90s refused from the tactic of searching for legitimacy in the national ideology. They realized that civil society formation requires the necessity for people to feel themselves citizens. It in essence changes their role in society, as a citizen acquires autonomy, which is impossible in the frames of the family, traditional society, totalitarian and

funding for Ukrainian banks. On the downside, however, high deposit rates and credit risk are keeping lending rates high, adversely affecting demand for loans. Hence, despite a strengthening deposit base and improved banking sector liquidity, lending to the private sector remains weak. The stock of loans rose by less than 4% as of the end of April.

Faster growth in monetary aggregates may also be related to a stable foreign exchange market. Targeting exchange rate stability, Ukrainian monetary authorities usually tighten money supply to contain depreciation pressures. Since the beginning of 2013, the UAH exchange rate has been fluctuating within a relatively narrow margin of UAH 8.10-8.16 per USD, which allowed for some easing of monetary conditions in an attempt to stimulate credit growth. The latter was a considerable drag on both the capital account of Ukraine's Balance of Payments and the UAH exchange rate over the last few years [3].

Ukraine's purchasing power parity estimates also point to diminished UAH depreciation pressures. Due to subdued price growth since 2010, inflation in Ukraine was and is forecast to stay lower than in its main trading partners. This signals that the country has restored its international competitiveness lost during the high inflation pre-crisis years. Given these favorable estimates as well as good prospects for Balance of Payments improvement, we believe the NBU will continue maintaining the UAH exchange rate peg to the US Dollar over the next few years, by allowing a marginal devaluation of about 5%.

After analyzing all macroeconomic indicators we can easily see that today Ukrainian's economy is struggling:

1. Real GDP declined so as external demand and investment activity.
2. Public finances remained under strain amid falling budget revenues and increasing social expenditures. But thanks to solid domestic and external borrowings, the overall fiscal situation remained manageable.
3. Inflation is considerably growing and now it is 6.9%.
4. As CPI reflects influence of inflation on purchasing power of population it has grown too (102.2).
5. Banking sector resource base continued to improve, supported by strong deposit growth and growing money supply. However, credit growth remained anemic.
6. Unemployment is growing and now it is 8.1%.

7. Ukraine's ranking of business environment is 137, which means that Ukraine is not an attractive country for foreign investments.

So, today Ukrainian government has a lot of work to do in order to stabilize economy and provide grounds for future development.

The main direction of development - is the liberalization of the market, which includes the creation of an open and clear legal frameworks, transparent taxation, stabilization of the currency, creating new work places for people, decent and open conditions for foreign investments etc.

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UDK classification: 330.3

Nesterenko Olga

COMPARATIVE ANALYSIS METHODS FOR EVALUATION ENTERPRISE COMPETITIVENESS

The paper analyzes the existing methods for assessing the competitiveness of enterprises. Comparative analyses of methods

leading circles declared neutrality, but in fact pursued a fascist policy. After the difficult and non-democratic elections of 1940 the pro-German majority came to power, and B. Filov's cabinet on March 1, 1941 signed the treaty of Bulgarian accession to the fascist "Tripartite Pact". So, Bulgaria became an ally of Germany in the WWII.

The defeat of the Wehrmacht and the entry of the Soviet army into Bulgaria in 1944 changed the course of the Bulgarian history. In October 1944 the Allied Commission (the USSR, the USA, and the UK) and Bulgaria concluded an armistice. The power in the country was passed on to the Fatherland Front. In November 1945 a new composition of parliament was elected and later it recognized all the decrees made by the Fatherland front government as lawful ones. After 1944 the regime of the Soviet type was established in Bulgaria and parliamentarianism achieved its formal façade form. On all levels, power was in the hands of the Bulgarian Communist Party. Everything positive, that was in the experience of the prewar parliamentarianism, became lost for a long time.

On September 15, 1946 as a result of the referendum on the form of the statehood (93% of Bulgarians voted for the monarchy abolishment), Bulgaria was declared a republic. In October 1946 new parliament was elected. The Fatherland Front, which gained 70% of votes and was a coalition of democratic parties under the aegis of the Bulgarian Labour Party, dominated in it.

The process of civil society formation in Bulgaria began in the 20th c. But the civil society here was rather weak during the 20th c. In the 1st part of the century it revealed itself in the backwardness of democratic political culture and poor democratic traditions. In the 1st part of the 20th c. Bulgaria and other SEE countries were characterized by the repeated "alteration of democratic and authoritarian and dictatorial regimes and the existence of great power in the state's hands for account of widening and deepening of certain civil society's autonomy". As the development of the civil society and individual self-consciousness are deeply interrelated, it is important to discover the way this interconnection revealed itself in Bulgaria and this will contribute to understanding of modern democratic processes.

Bulgaria, as well as the other SEE countries, since the 14th c. and during the next 4-5 centuries had been developing under other conditions in comparison with the west European Christian world. Everyday vicinity with Muslims changed the communities' traditions, which had already been laid in

was dissolved. New parliamentary elections were held in 1938.

It should be underlined that the first Constitution of Bulgaria established not parliamentary, but constitutional and monarchical form of government. The institution of monarch was in the centre of the political system and kept this position till the beginning of the WWII. The establishment of parliamentarianism was prevented by such factors as the constitutional instability (the working of the constitution was interrupted), the political instability (state takeovers), the lack of legal competence among the community and bureaucracy.

The role of the national assembly in the development of the political history in Bulgaria in the 20th century. In the interwar period authoritarianism as a form of governing was embodied in “personal regimes” of Bulgarian rulers. The constitutional principles were often violated. The opposition between the authorities’ branches led to the negative consequences. Permanent conflicts between legal and executive power, which were backed by various political and party interests, caused parliamentary crisis. As a rule, parliamentary governing is based on the political parties’ interaction, and weakness of the political parties stipulates weakness of the parliament as an institution. This statement can be subsumed under the political history of Bulgaria during the interwar period. Weakness of parliament intensified the role of government executive bodies, contributed to the enlargement and strengthening of the monocratic power of the head of the state. The lack of the powerful parties with huge social support in the interwar period led to the frequent change of the cabinets. Strengthening or weakening of the parliament in the political life of Bulgaria depended on how the relations in the parliament corresponded to the relations in the Bulgarian society.

The absence of stable parties with the clear programs, factionalism, and groups’ feuds complicated the work of the parliament up to 1940. The society needed powerful government cabinets created on the basis of well-established parties, which would ensure stable parliamentary government. But, in political life, the parties, which pursued their own interests at a loss to the social interests, prevailed.

Weak parliamentary opposition, unstable parliamentary majority, small parties coalitions were interested in the way how to strengthen their own position in the parliament. Since 1935 after the resignation of K. Georgiev’s government, the monarchical dictatorship of the fascist type established in the country. Under the conditions of fascism escalation in Europe, Bulgarian

resulted author are disadvantages and feasibility of using each method. The author confirmed that at this time in Ukraine there is no generally accepted evaluation system competitiveness and the methods ignore existing major factor - an innovative factor that plays a crucial role in the development of the company and according to the author, the solution found in this article on how to use the innovation factor in assessing the competitiveness of enterprises - the use of factor assessment methods - namely, the method of principal components. This method removes all the previously mentioned problems of assessment and does not ignore the innovation factor, since it plays a crucial role in the development of particular enterprises, and is the country's economy as a whole. And, to understand how quickly this commodity will depend on their major success.

Keywords: assessment methodology, the company's competitiveness, comparative analysis, factor, competitiveness of the state, effective competition.

Нестеренко Ольга

**ПОРІВНЯЛЬНИЙ АНАЛІЗ МЕТОДІВ ОЦІНКИ
КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ**

У статті приведений аналіз існуючих методів оцінки конкурентоспроможності підприємств. Зроблений порівняльний аналіз приведених методів, автором наведені недоліки та доцільність використання кожного з методів. Автором підтверджено, що на даний момент в Україні відсутня загально прийнята система оцінки конкурентоспроможності, а ті методи які існують ігнорують головний фактор – інноваційний фактор, який грає вирішальну роль в розвитку підприємства та на думку автора, знайдене рішення в даній статті, щодо використання інноваційного фактора в оцінці конкурентоспроможності підприємств – використання факторних методів оцінки, а саме – метода головний компонент. Даний метод усуває всі раніше зазначені проблеми оцінки та не ігнорує інноваційного фактора, оскільки саме він грає вирішальну роль у розвитку не тільки окремого підприємства, а є економіки країни в цілому. І те, на скільки швидко зрозуміють це товаровиробники буде і залежати їх головний успіх.

Ключові слова: методологія оцінки, конкурентоспроможність підприємства, порівняльний аналіз, фактор, конкурентоспроможність

держави, ефективна конкуренція.

Нестеренко Ольга

СРАВНИТЕЛЬНЫЙ АНАЛИЗ МЕТОДОВ ОЦЕНКИ КОНКУРЕНТОСПОСОБНОСТИ ПРЕДПРИЯТИЙ

В статье приведен анализ существующих методов оценки конкурентоспособности предприятий. Сделанный сравнительный анализ приведенных методов, автором приведены недостатки и целесообразность использования каждого из методов. Автором подтверждено, что на данный момент в Украине отсутствует общепринятая система оценки конкурентоспособности, а те методы которые существуют игнорируют главный фактор - инновационный фактор, который играет решающую роль в развитии предприятия и по мнению автора, найденное решение в данной статье, по использованию инновационного фактора в оценке конкурентоспособности предприятий - использование факторных методов оценки, а именно - метода главный компонент. Данный метод устраняет все ранее указанные проблемы оценки и не игнорирует инновационного фактора, поскольку именно он играет решающую роль в развитии не только отдельного предприятия, а есть экономики страны в целом. И то, насколько быстро поймут это товаропроизводители будет и зависеть их главный успех.

Ключевые слова: методология оценки, эффективная конкуренция, конкурентоспособность предприятия, сравнительный анализ, фактор, конкурентоспособность государства.

Formulation of the problem. The world economic literature to date no single assessment methodology competitiveness. It depends on many factors, including the field of enterprise, its size, the difference in the methods of administration accounting etc. Because every business or developing an evaluation methodology of competitiveness, or uses the most appropriate of those that exist. In any case, it is very difficult to say what kind of method uses a particular company.

Analysis of recent research and publications. The study and development of methods for assessing the competitiveness of attention paid to domestic and foreign economists, including U.B. Ivanov, Porter, R.A. Fatkhutdinov, V.D. Nemtsov, L.E. Dougan, U.H. Zinurova, L.R. Piyasova, I. Maximov, M.O. Ermoloff, H. Ispyryan, Shalminova.I, Lifits.

Бурдяк Вера

РОЛЬ И ЗНАЧЕНИЕ ПАРЛАМЕНТСКОЙ ДЕМОКРАТИИ В РАЗВИТИИ БОЛГАРСКОГО ОБЩЕСТВА

Автор статьи исследует парламентскую демократию Республики Болгария и считает ее важным фактором развития общества. В парламентской системе Болгарии отражена идея рационализации парламентаризма, когда конституционная система имеет юридические техники, направленные на сохранение стабильности и власти правительства при отсутствии постоянного парламентского большинства. Взаимоотношения правительства и парламента выражаются в сотрудничестве по осуществлению функций каждой из сторон и в контроле за работой друг друга. Болгарский парламент осуществляет контроль за деятельностью правительства путем классических техник депутатских запросов и вопросов.

Ключевые слова: Республика Болгария, демократизация, парламент, оппозиция, президент, политические институты власти, ветви власти, законотворчество, право законодательной инициативы

Introduction. Since the 19th c. Bulgarians, immediately after the country's liberation from Turkish oppression, have created an important institution of community's political system, the body of legislative power, namely the parliament and started implementation and accumulation of their own experience in parliamentary democracy. But it was little, as the practice of parliamentary democracy in the country soon was broken off. The observation of parliamentary activity in Bulgaria has been carrying out since 1879, when the adoption of the Tarnovo Constitution laid the foundation of the statehood: Bulgaria was announced the constitutional monarchy with the representation of people. This type of political system had been preserved up to 1946.

It must be admitted, that in the political history of Bulgaria in the 19th – 20th c. the traditions of non-democratic governing prevailed. Though, the democratic ideas were typical of the society since the national liberation movement of the 2nd part of the 19th century, but the mass consciousness of Bulgarians did not single out republican or monarchical ideas. The fact of the state creation was more important for them. The last democratic parliamentary elections were held on June 21, 1931. The military takeover of May 19, 1934 canceled all democratic institutions: the constitution was abolished, political parties were forbidden, and the National Assembly or Bulgarian parliament

UDK classification: 328

Burdiak Vira

**THE ROLE AND SIGNIFICANCE OF A PARLIAMENTARY
DEMOCRACY IN THE DEVELOPMENT OF THE BULGARIAN
SOCIETY**

The author of the paper analyzes the parliamentary democracy in the Republic of Bulgaria and considers it to be the important factor of community development. The parliamentary system of Bulgaria depicts the idea of rational parliamentarianism, when the constitutional system has judicial techniques to keep stability and power of the government when there is no parliamentary majority. The relationship between the government and parliament is revealed in their cooperation in carrying out the functions of each other and controlling each other's work. The Bulgarian parliament controls the government's activity by means of classical techniques of requests and inquiries.

Keywords: The republic of Bulgaria, democratization, parliament, opposition, president, political authoritative institutions, bodies of powers, lawmaking, right of legislative initiative

Бурдяк Віра

**РОЛЬ І ЗНАЧЕННЯ ПАРЛАМЕНТСЬКОЇ ДЕМОКРАТІЇ У
РОЗВИТКУ БОЛГАРСЬКОГО СУСПІЛЬСТВА**

Автор статті досліджує парламентську демократію Республіки Болгарія і вважає її важливим фактором розвитку суспільства. У парламентській системі Болгарії відображена ідея раціоналізації парламентаризму, коли конституційна система має юридичні техніки, спрямовані на збереження стабільності і влади уряду при відсутності постійної парламентської більшості. Взаємини уряду і парламенту виражаються у співробітництві по здійсненню функцій кожної зі сторін і в контролі за роботою один одного. Болгарський парламент здійснює контроль за діяльністю уряду шляхом класичних технік депутатських запитів і питань.

Ключові слова: Республіка Болгарія, демократизація, парламент, опозиція, президент, політичні владні інститути, гілки влади, законотворчість, право законодавчої ініціативи.

L.I.Piddubna, for example, notes that the methods for evaluating the competitiveness of enterprises can be divided into two groups: analytical (rating valuation, based on the concept of market share, the assessment based on the concept of consumer value assessment based on the concept of effective competition) and image (BCG matrix, the matrix attractiveness of the matrix M. Porter, competitiveness polygon model) [21; with. 99].

Unsolved aspects of the problem are: the identification of weaknesses described methods to assess the competitiveness of enterprises and ignoring important factor - innovation.

Entire article:

- coverage of methods for assessing the competitiveness of enterprises;
- comparative analysis of existing methods of assessments;
- determine the feasibility of using different methods;
- to offer the most appropriate to use.

The basic material research. Currently in Ukraine there is no generally accepted method of assessing competitiveness. Every company evaluates its competitive position in its methodology, and the nature and effectiveness of its use does not advertise. Evaluation of the competitiveness of the enterprise is a complex multifactorial problem, which leads to the interpretation and evaluation of a set of indicators that characterize different aspects of the enterprise, which form its competitiveness.

The main problem to be solved in the analysis of competitiveness in time of the survey, identify trends and regularities of increasing the competitiveness of the enterprise for the period under review, the definition of "bottlenecks" that affect competitiveness, identifying reserves that the company can use to increase the level of competitiveness.

Key indicators of the competitiveness of the company are: at the operational level - an integral factor of competitiveness of products. At the tactical level competitiveness ensured its overall financial and economic standing and has a comprehensive indicator of its condition. At the strategic level, the competitiveness of enterprises is characterized by investment attractiveness, which is the criterion for the growth of business value [1; c.25].

Problems potential opportunities enterprises in the competition are in economics category - competitiveness. The problem of competitiveness in today's world is very comprehensive. On how much it is solved depends

on a lot of economic and social life country. Factor competition is coercive nature, forcing producer threatened crowding out of the market to improve its product quality and overall competitiveness and market objectively evaluate the results of actions manufacturers. Calculation of enterprise competitiveness is determined using the index of competitiveness of goods and enterprise competitiveness factor, which reflects the efficiency of its industrial and commercial activities.

To create a competitive company should not only modernize production and management, but also know exactly what it is that goal to be achieved. The key to this has to be one: the ability to determine quickly and effectively use competitive advantages. All efforts in production and management should be directed to the development of those qualities of your business or released them products that distinguish one business from actual or potential competitors. Assessment and forming enterprise competitiveness should be carried out by the following principles: multiplicity, complexity, hierarchy, communicative, reality, correctness, relativity, creativity, adaptability, agility, continuity, optimality [2; p.30].

As previously reported, competitiveness has a hierarchical structure, namely the state - industry - company - product. Therefore for accurate method for assessing the competitiveness of enterprises, it is necessary to analyze the methods of evaluation of all components. In this paper we will consider only the competitiveness of enterprises.

As discussed earlier, in Ukraine there is still no universally accepted system for evaluating the competitiveness of enterprises, so in our work the well-known foreign and domestic evaluation methods. These methods can be combined into 2 groups.

The first group includes methods that consider the competitiveness of enterprises, as competitiveness of products produced by this company, and the second group of methods - reduced to the choice of indicators (economic, financial, investment, etc.), establishing their numerical estimates and based on them getting integrated evaluation.

The first group of factors must admit little reasonable as the competitiveness of enterprises affected by various economic, financial and social factors of nature. The second group can be defined more reasonable because it is based on a systems approach to solving complex economic problems [3; c. 45].

Competitiveness is determined only by the properties that represent

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9.09.2014

internal market and for export. All this, in turn, should increase the competitiveness of domestic products in the domestic and foreign markets.

Innovative activity in an industrial enterprise is considered as a necessary and ongoing process. Availability innovative component in the enterprise's activity shows a steady development of it, characterizes its position in the market, the share of new products to meet market needs, and determine its competitive advantage. Consequently, innovation activity – activities related to the creation of innovation, i.e. the use and commercialization of scientific, technological and intellectual potential of the result in order to obtain new products, production technology and meet consumers' demand for goods and services. And the innovative development of the enterprise is the creation of the stock market attractiveness in terms of profitability and investment risk, i.e., increase business value through innovation management.

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considerable interest to the buyer.

As part of the business for any independent enterprise key factors for success in the competition are: gain a sustainable financial position in the market, the availability of advanced technology and the high potential of their research and experimental development, the ability to conduct and effective use of marketing research, the ability to maneuver by changing the characteristics of quality and price of goods sold, they have their own supply chain and distribution, advertisement and implementation of the current system of public relations, analysis of the strengths and weaknesses of competitors. Releasing competitive products, the manufacturer provides a firm place among the competitors in the market.

Competitive analysis shows that the economic category developed in the following directions: it becomes a global problem in the world, an integral factor of development of a country and its economic security; development of competitiveness requires progress in science, engineering, technology, production and management; success in the competition, carried out in the market, provided management and production goes into the background, the issue of competitiveness, new stages, new philosophy: from philosophy to philosophy improvement of production quality, service, interoperability and globalization [4]. We turn to the analysis method for assessment of the competitiveness of enterprises, which are listed in Table 1.

Therefore, extensive use of acquired factor evaluation model of enterprise competitiveness, and among them is very common - the method of principal components. These methods have several advantages:

- reducing the number of variables that describe the object, ie compression of the original feature space dimension;
- indirect quantification of latent indicators;
- classification variables usually considered to be more common with the introduction of secondary variables based on the aggregation of the primary attributes of the objects;
- creation or verification of structural theory studied an array of information that is conducting the search (eksploratornoho) or confirmatory (konfirmatornoho) structural analysis;
- transform source data into more convenient to use or ynterprytatsyy example, this orthogonalization of variables for further correlation and rehriionnoho analysis.

Table 1
Comparative characteristics of methods for assessing the competitiveness of enterprises

Method	Benefits	Disadvantages	Feasibility of using
The method is based on an analysis of comparative advantage	Allows you to compare the scale of enterprises	Static these estimates. Makes it impossible to assess the process of enterprise adaptation to environmental conditions	It is possible to apply the method to assess the competitiveness on the macro level.
The method is based on equilibrium theory of firm and industry	Used at the sectoral level	Takes into account mainly the external conditions of the company, virtually excluding the impact of the internal environment factors that sometimes play a crucial role in the development of the enterprise.	The most widespread such approach is to assess the competitiveness at the industry level.
The method is based on the theory effective competition	Comfortable and covers the main activities	Does not assess the dynamics indicators	It is possible to use the method to assess the competitiveness of enterprises
The method is based on the theory of product quality	Evaluates competitive based on customer value product	It seems that competitiveness is identified with the competitiveness of goods on competitive products product - from its quality	The method is used to assess the competitiveness of enterprises, but there is a possibility to calculate the micro level.
The matrix method	May apply not only to products but also to businesses companies, industries Allows you to conduct a qualitative analysis competitive position	The complexity of the process of formation and selection strategies for certain quadrants matrices, static character matrix, taking into account only two parameters.	Used to previous research a particular situation in a particular type of business or enterprise rapid assessment
The integral method	Easy calculations; unambiguous interpretation calculations	Not allow for a detailed analysis Is difficult to conduct for companies with large product range of products	Used to express evaluation of 2 businesses
Financial and economic method	We give an objective and complete assessment of the strengths and weaknesses of the company.	Not captured elements of the marketing mix. Remains unattended management company	Application is possible and necessary

Although, as it is considered for a successful enterprise restructuring vital importance is the availability of external financing. Access companies to be restructured, and new market entrants to the domestic and foreign long-term financing is still limited. One of the key prerequisites for structural reforms is to diversify and build capacity on domestic financial and capital markets. However, an important contribution to the competitiveness of restructured companies make modern management practices, often associated with foreign direct investment. Some countries with economies in transition are still considering foreign direct investment as the main source of funding for the restructuring of its industry. This opinion is clearly wrong, because to ensure sustained economic growth can only be achieved by mobilizing domestic resources to finance productive investment [6].

Key prerequisites for successful restructuring and investment in the restructured company, including strategic direct investments from abroad are:

- 1) macroeconomic stabilization, undistorted structure of prices and tariffs;
- 2) neutral competitive environment for all enterprises operating in the country (both national and foreign supplies);
- 3) sustainable enforcement for protection of property rights, including minority shareholders and rights intellectual property;
- 4) transparency rules governing the creation of new enterprises;
- 5) provisions, which provide an orderly withdrawal from the market (bankruptcy).

At the same time the lack of facilities for businesses and adequate infrastructure, including poor quality of transport and telecommunications, the prevalence of barter, to market constraints, insufficient fiscal discipline for disadvantaged businesses, fuzzy ownership structures and protectionist trade measures – all this is slowing restructuring and strengthening the competitiveness of enterprises.

Thus, the restructuring of enterprises will achieve positive results in the economic position of the enterprise, to adapt it to changes in environmental factors, to achieve sustainable development of the industry through the introduction of advanced technologies, the growth of knowledge-intensive competitive innovative products and intellectual services, as well as provide appropriate changes in the structure of the

the growth of the share of innovative industrial products requires the use of significant investment and financial resources.

Table 1

Principles of restructuring

Number	The name of the principle	Content of the principle
1.	Business continuity	The company is functioning normally and is not going to stop their activities in the foreseeable future, ie avoiding bankruptcy or liquidation.
2.	Complexity (systemic)	Restructuring actions should cover all areas of the enterprise as a complex dynamic system.
3.	Openness (adaptability)	The company is open with respect to the external environment is influenced by his numerous factors, therefore, one of the tasks of restructuring - increasing its adaptability to the changing internal and external environment.
4.	Rationality (situational approach)	Restructuring is performed based on business conditions and the size of the enterprise, and its methods, objectives and instruments are selected depending on the state of the environment and the position of the enterprise in the industry.
5.	Objectivity	Assumes the existence of an integrated information support of the restructuring on the basis of the data actually reflect reality; restructuring can be carried out only on the basis of fundamental analysis of the enterprise.
6.	Periodicity	Restructuring actions should be carried out regularly as needed.
7.	Organizational integrity (mass)	Participation and interest in the positive outcomes of the restructuring wide range of workers, support reforms carried out by the staff, encouraging initiative and creativity of employees, delegation of authority.
8.	Responsibility	Shall be appointed by artists (leaders who have authority and respect of his colleagues), responsible for carrying out individual areas of restructuring, while maintaining the responsibility of senior management.
9.	Operativeness	Enterprise must in a short time to carry out the transformation (you cannot delay the conduct of the restructuring), quickly diagnose the problem, adjust their actions in accordance with the requirements of the external environment.
10.	Innovation	Company to introduce the use of new equipment and technology, modern management methods
11.	Effectiveness	Restructuring should have clear objectives and be directed to a specific result, it should start only after a precise determination of the strategic objectives and priorities prerequisite its success is the existence of clear rules of interaction between team members.
12.	Efficiency	Expenses related to the restructuring, must be less than the economic effect of the restructuring.

All these methods are united as a fact, as the need to consider a variety of source data, sometimes their number has about 80 units indicators.

Thus, the results of the analysis methods for determining the competitiveness of enterprises, they can be arbitrarily combined into groups: the first group of methods based on the need to determine the level of competitiveness of enterprise competitiveness of manufactured goods. The disadvantage of this is one-sided approach to solving complex multidimensional problem. Available in this regard, additional problems are not sanctified. The point is that any company produces various products, which are characterized by different levels of competitiveness. If we take as a basic guideline products with the highest level of competitiveness, it is not advisable because of their volume in the overall structure of production, relatively small. Determine the level of competitiveness of enterprises for goods with an average level of competitiveness is also likely correct, because in this case usually ignored numerous group of products with low competitiveness and a limited group of goods is a high level of competitiveness.

The second group of methods is based on the use of generally unstructured set of indicators, the number of which may reach 80. It should be noted that the gain in companies - competitors fully numerical evaluation of such a large number of parameters is almost impossible. In addition, some of these indicators give no direct and indirect impact on the competitiveness of enterprises, ie they are key. Thus, they may be excluded from consideration or, in extreme cases, included in a special way. In practice, evaluation of the competitiveness of enterprises advisable to stick to one method, the output of which information is available.

Conclusions and prospects for further research. Thus resulted in methods is not considered an important factor in competitiveness - innovation that has a significant impact on the competitiveness and the competitiveness of the economy as a whole. Those countries that understand this situation before - are highly competitive. However, among the analyzed methods, in our opinion, is the only method that allows for innovation factor in determining the competitiveness of enterprises - factor methods - namely, the method of principal components. With this method, we show in our work on this as an important factor in enterprise development and competitiveness.

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FISCAL POLICY AND ITS ROLE IN BUDGET PLANNING

The article deals with theoretical principals of fiscal policy and budget planning taking into account scientific approaches to defining essence and interconnection of these concepts. The author's understanding of the content and tasks of fiscal policy and budget planning was described in the article. The role of fiscal policy and its role in budget planning were proved. The necessity of observing budget planning goals on a local level was underlined. The main principles emphasizing objectivity, heredity, obligation, publicity and the main characteristics of fiscal policy classification necessary for its effectiveness were systematized. The main stages of information and analytical guarantee of budget planning and its future improvement were differentiated. The main tasks of fiscal policy on a local level and factors influencing its implementation within market economy were defined.

Key words: local budgets, budget planning, fiscal policy, budget revenues, budget costs, local government bodies, budget process.

6) make sure that every employee participated in the program transformations.

The subject of enterprise restructuring is all possible factors of external and internal nature that may affect the activities of the company and lead to opportunities for the development or deterioration of the enterprise.

Object restructuring – structures, which together provide the financial and economic activity of the enterprise (organizational, financial, functional, structure of business processes, structure of property complex, structure of financial investments, capital structure).

The main motives of the restructuring changes in the enterprises are [6]:

- enhancing of performance efficiency and market value;
- increasing of investment attractiveness;
- support and strengthening of competitive advantages;
- overcoming the crisis in work and to avoid bankruptcy;
- conduct pre-eradication training.

The main goal of the restructuring process of the enterprise is enhancing its efficiency. In a narrower sense, the restructuring aims to:

- enterprise conclusion of the crisis;
- implementation of potential possibilities;
- ensuring sustained growth rates;
- elimination of "bottlenecks";
- reducing the level of payables and receivables, etc.

In the process of restructuring at the enterprise level solve the following tasks [7, p. 38]:

1. Assess the situation and opportunities.
2. Sets goals, objectives and principles of restructuring and identifies priorities.
3. Determines the budget, timing and measures necessary to implement the project of restructuring.
4. Define the expected performance of the project, risks and ways to minimize them.

The process of enterprise restructuring must base on certain principles, which are listed in Table 1.

Conducting innovative enterprise restructuring also requires a reliable investment support. Introduction of innovative enterprise restructuring only in the directions of technical renovation of fixed assets,

the use of innovation is almost impossible to create competitive products having a high degree of research intensity and innovation [4, p. 33]. Thus, in a market economy, innovation is an effective means of competition, because they lead to the creation of new needs, to reduce production costs, to encourage investment, to improve the image (rating) of manufacturer of new products, to the discovery and conquest of new markets, including external.

Restructuring involves changes in the production program and associated innovative changes in the following areas of industrial enterprises:

- in the production structure (components of industrial and technological base);
- in the functional structure (in the process of implementing the functions of the social division of labor);
- in the information structure (information systems);
- in the organizational structure of changes of the distribution of rights and responsibilities;
- in the staff structure (professional and qualification structure of employees);
- in the financial structure (assets and liabilities).

In the process of restructuring reforms in the enterprise there is a transition to another state of activity of the restructuring objects and subjects, the level of their organization and the quality of work that is the reasoning for the characterization of the restructuring as a factor of innovative changes' activation.

U.S. economist Edward Deming in his book "Out of the Crisis" outlined 14 principles by which it calls management of companies "to swim out". To determine the necessity to implement changes in the enterprise some of these principles are presented [5]:

- 1) make sure that desire to improve your products become permanent. Your ultimate goal – to become competitive, stay in business and provide jobs;
- 2) constantly improving the production and service, to improve quality and productivity and thus constantly decrease costs;
- 3) create a system of training in the workplace;
- 4) create a system of effective management;
- 5) implement a program of training and self-improvement;

Савчук Світлана

БЮДЖЕТНА ПОЛІТИКА ТА ЇЇ МІСЦЕ У БЮДЖЕТНОМУ ПЛАНУВАННІ

Досліджено теоретичні основи бюджетної політики та бюджетного планування з узагальненням наукових підходів до визначення сутності та взаємозв'язку даних понять, формулюванням власної позиції до розуміння їх змісту і завдань. Обґрунтовано роль бюджетної політики та визначено її місце у бюджетному плануванні, а також необхідність дотримання її цілей, зокрема на місцевому рівні. Систематизовано основні принципи, з акцентування на об'єктивності, спадкоємності, обов'язковості, гласності, та основні ознаки класифікації бюджетної політики, що необхідно для її ефективного здійснення. Для подальшого вдосконалення організації бюджетного планування виокремлено основні етапи його інформаційно-аналітичного забезпечення. Визначено основні завдання бюджетної політики на місцевому рівні та фактори, що впливають на її реалізацію в умовах ринкової економіки.

Ключові слова: місцеві бюджети, бюджетне планування, бюджетна політика, доходи бюджетів, видатки бюджетів, органи місцевого самоврядування, бюджетний процес.

Савчук Світлана

БЮДЖЕТНАЯ ПОЛИТИКА И ЕЕ МЕСТО В БЮДЖЕТНОМ ПЛАНИРОВАНИИ

Исследованы теоретические основы бюджетной политики и бюджетного планирования с обобщением научных подходов к определению сущности и взаимосвязи данных понятий, формулировкой собственной позиции к пониманию их содержания и задач. Обоснована роль бюджетной политики и определено ее место в бюджетном планировании, а также необходимость соблюдения ее целей, в том числе на местном уровне. Систематизированы основные принципы, с акцентированием на объективности, преемственности, обязательности, гласности, и основные признаки классификации бюджетной политики, что необходимо для ее эффективного осуществления. Для дальнейшего совершенствования организации бюджетного планирования выделены основные этапы его информационно-аналитического обеспечения. Определены основные задачи бюджетной политики на местном уровне и факторы, влияющие

на ее реализацию в условиях рыночной экономики.

Ключевые слова: местные бюджеты, бюджетное планирование, бюджетная политика, доходы бюджетов, расходы бюджетов, органы местного самоуправления, бюджетный процесс.

Fiscal policy is a key factor for effective budget planning within market economy. Budget reforming within fiscal policy improvement on a state and local levels is one of the main directions of financial and economic transformations in Ukraine. Therefore it is necessary to upgrade a model of fiscal policy that would meet modern realities taking into account the necessity to balance the main and regional needs and eliminate disparities of budget provision of some administrative units and support the effective functioning of budget system. The overall reaction of legislative and executive authorities, societies, businesses and individuals should be taken into account. State tasks and appropriate decisions in the budget should be based on qualitative and quantitative assessments of conditions and factors influencing or acting in the public system state.

Such scholars as O. Vasylyk, S. Bulhakova, V. Demyanyshyn, A. Yepifanov, O. Kyrylenko, V. Kravchenko, M. Kulchytskyi, I. Lunina, Yu. Pasichnyk, V. Fedosov, S. Yuriy and others investigated fiscal policy in its different aspects. But contemporary investigations are insufficient on a local level, especially investigation of the role and place of fiscal policy in budget planning.

The aim of our investigation is theoretical foundations of fiscal policy specifically on a local level and its role in budget planning.

The role of budget planning is being intensified under conditions of market economy establishment in Ukraine because budget performance depends on proper planning. Budget planning is effective in revealing the sources of forming budget revenues providing mobilization in main fund of money resources necessary for financing tasks and functions of local and state government bodies. The analysis and evaluation of the actual conditions of economy of state, regional and some areas non-material production sphere, which makes it possible to assess their financial capabilities and identify the reserves increasing revenue base and identify effective uses of public funds are done during planning. As a result, the separation of the main tasks of budget planning is reasonable, they are the next:

внутреннего рынка и экспортной продукции.

Ключевые слова: инновационное развитие, промышленные предприятия, реструктуризация, мотивы, принципы.

The main condition for sustainable economic development of Ukraine is to reform the economy, which at the present stage of development is to ensure economic growth, structural and technological changes progressive character. Effective means of implementing these processes and policy priority industrial enterprises should be restructuring aimed at innovation in key areas of the company.

In all countries the restructuring of industrial enterprises is indispensable for sustainable dynamic economic growth, but in the transition economies of Central and Eastern Europe and the former Soviet Union the problem of economic imbalances and inefficient investments that are the legacy of the whole era of central planning, give the task of restructuring even more important value. Urgent need for restructuring increases in conditions of macroeconomic crisis, which can only be overcome with an active innovation policy of the enterprise.

Successful restructuring of industrial enterprises is regarded as a prerequisite for economic growth and social development in the country, as it tells a powerful impetus to improve the education and professional training of people and sustainable employment. In turn, the restructuring of existing enterprises and the creation of new competitive industries depend heavily on government created the legal and institutional environment. Such environment should be conducive to the formation of incentives for constructive behavior of economic entities, thereby contributing to structural transformations and technological innovations.

Based on the analysis of different approaches [1, 2, 3] the following definition is proposed: restructuring – system of organizational, economic, industrial, technical and other measures aimed at reforming and improving its economic activities and strategic objectives of its development through the implementation of the necessary structural changes taking into account changes in the internal and external environment for its functioning.

Innovative development of the enterprise is a process of preparation and implementation of innovative changes and consists of interrelated steps that form a unified whole. Innovation is the result of this process. In the modern economy the role of innovation has increased significantly. Without

intellectual services, as well as provide appropriate changes in the structure of the domestic market and for export are made.

Keywords: innovative development, industrial enterprises, restructuring, motives, principles.

Фіалковська Анастасія

СТИМУЛЮВАННЯ ІННОВАЦІЙНОГО РОЗВИТКУ ПІДПРИЄМСТВ НА ОСНОВІ РЕСТРУКТУРИЗАЦІЙНИХ ЗМІН

В статті доведено актуальність проведення досліджень теоретичних і практичних основ процесу реструктуризації промислових підприємств. Проаналізована необхідність активізації інноваційного розвитку підприємств з метою підвищення їх конкурентоспроможності та ефективності їх діяльності. Розглянуто сутність поняття «реструктуризація підприємства» як фактора активізації інноваційних змін. Зроблено висновки про доцільність проведення реструктуризації з метою досягнення сталого розвитку підприємства шляхом впровадження передових технологій, зростання питомої ваги наукомісткої конкурентоспроможної інноваційної продукції та інтелектуальних послуг, а також забезпечити відповідні зміни структури внутрішнього ринку і експортної продукції.

Ключові слова: інноваційний розвиток, промислові підприємства, реструктуризація, мотиви, принципи.

Филалковская Анастасия

СТИМУЛИРОВАНИЕ ИННОВАЦИОННОГО РАЗВИТИЯ ПРЕДПРИЯТИЙ НА ОСНОВЕ РЕСТРУКТУРИЗАЦИОННЫХ ИЗМЕНЕНИЙ

В статье доказана актуальность проведения исследований теоретических и практических основ процесса реструктуризации промышленных предприятий. Проанализирована необходимость активизации инновационного развития предприятий с целью повышения их конкурентоспособности и эффективности их деятельности. Рассмотрена сущность понятия «реструктуризация предприятия» как фактора активизации инновационных изменений. Сделаны выводы о целесообразности проведения реструктуризации с целью достижения устойчивого развития предприятия путем внедрения передовых технологий, роста удельного веса наукоемкой конкурентоспособной инновационной продукции и интеллектуальных услуг, а также обеспечить соответствующие изменения структуры

– to establish the optimal ratio between centralized and decentralized budget costs;

– optimal transfer of budget costs between separate branches of budget system;

– to define sources of income and to calculate the total budget revenues;

– to search and reveal alternative sources of budget costs;

– to define the directions of effective usage of budget costs and support their end use;

– forming of budget provisions;

– to ensure transparency of forming budgets on all levels.

In economic literature budget planning is examined as an organizational form of management system and as a part of budget mechanism. From a position of management in determining the role of planning in public life should be indicated in its direct relationship with the system of management. Hence, the essence of planning can be determined by analyzing the content of the basic functions of management. The function of management “training and management decision” means above all practical work of setting goals and tasks set by subject of management, and the development of activities providing their achievement [4, p. 17].

Specificity of interconnection of planning and management is defined by objective basis of system of management as management is inherent to society at every level of its development and is comprehensive. A characteristic feature of system of management is regularity, the essence of which is in human consciously identifying and planning the directions and purposes of their actions, consistent with their resources and taking into account the direct and indirect effects of the external environment against them. Work planning is beyond individual industries and extends to the activities of individual entrepreneurs, the development and functioning of individual industries, and the activities of the state actively intervenes in the social and economic including financial processes.

Within this the effectiveness of management of the national economy, the economy of administrative-territorial units, the activities of enterprises, organizations and regulation of different social and economic processes in society depends on the established system of planning because it is necessary to define properly the goals and develop scientifically based measures to achieve set objectives.

Ukrainian scientists emphasize the versatility of budget planning. It is important to note two key positions of understanding the economic substance of the budget planning investigated by scientists. Some researchers interpret the content of the budget planning within the main scientific approaches to its essence and others explain by the form based on the calculations at appropriate stages of the budget process.

However, given fundamental approaches about the interpretation of budget planning can not be investigated separately because in such way they do not reflect the main fundamental characteristics of the basic concepts. As a result the economic content and the role of local budget planning are not revealed completely.

Hence, the essence of budget planning including the local budgets must be understood in the context of its basic comprehensive characteristics. Indeed, knowledge of the essence of this concept serves as a basis for consideration of its forms reflected in the content of the state and determining the main goals and tasks of fiscal policy.

Considering given tasks it is necessary to determine the complex nature of the concept of "budget planning" including those at the local budgets, on the one hand as a tool for managing the budget system and fiscal relations on the basis of certain principles and practices and taking into account the social and economic development, objectives of state and regional fiscal policy and on the other hand as one of the major components of the budget mechanism during which the financial resources of the state are determined and administrative and territorial formations are growing their reserves in order to fulfill state authorities and local self-assigned functions and objectives.

Fiscal policy should play the initial role in budget planning because the directions of fiscal policy determine those priorities which necessary to be achieved in the budget planning. However, budget planning serves as an effective tool of fiscal policy implementation.

The main priorities defined by local authorities concentrated in fiscal policy area are very important for budget planning in the local budgets in addition to national fiscal policy.

Theoretical and practical aspects of the implementation of fiscal policy at the local level are investigated enough at the present stage of investigation but there is no one definition. Thus, V. Kravchenko defines fiscal policy at the local level as a "system of measures taken by the central

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STIMULATION OF INNOVATIVE DEVELOPMENT OF ENTERPRISES BASED ON RESTRUCTURING CHANGES

The relevance of the research of theoretical and practical foundations of the industrial enterprises' restructuring is substantiated in the article. The need to intensify the development of innovative enterprises to improve their competitiveness and efficiency of their activities is analyzed. The essence of the concept of "enterprise restructuring" as a factor enhancing innovative changes is considered. Conclusions about the feasibility of restructuring in order to achieve sustainable development of the enterprise through the introduction of advanced technologies, growth the share of knowledge-based competitive innovative products and

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government in order to manage the process of formation, distribution, redistribution and use of financial resources in the regional and other political units” [2, p. 286]. The system measures its implementation is to provide basic to The central government assistance to local authorities which do not have enough resources to perform their functions in the system of measures of its realization is very important. M. Chechetov, N. Chechetova and A. Berezna characterize fiscal policy at the local level as “goals and directions of development of fiscal relations and methods of their implementation at the local level formally designated by local governments” [5, p. 46]. Yu. Pasichnyk considers fiscal policy as a part of national policy at the local level distinguishing the factors influencing it and dividing them into factors of national and local area. In particular, in the latest direction he defines local development strategy, the declared course of economic and social reforms of the ruling parties of the region and the real possibilities of local budget resources [3, p. 399]. In addition, while planning local economic development budget policy should include situation analysis, planning and development control.

The obligatory condition of planning practice and budget forecasting is supporting with effective fiscal policy for financial and social stability of a region in particular and a state in general. Fiscal policy at the local level will become an effective tool of management of budget process particularly in organizing of budget planning if it will be based on such principles:

– objectiveness which means reflection of real processes in fiscal. Objective policy includes the action of development of economic laws and it is based on real possibilities;

– heredity which foresees forming of fiscal policy at the local level for future budget year taking into account tasks and defined priorities of last period. This principle supports stability of budget system in general and separate budgets and it is an essential condition of effective usage of budget resources especially for a continuous prospect (beyond budget period);

– obligation, according to which local fiscal policy will be active if measures are obligatory for fulfillment otherwise fiscal policy will become only as a political slogan with political discussion;

– publicity in local fiscal policy which means clarity, openness and under control at all stages of budget process. Citizens as taxpayers must be informed exactly about fiscal policy of local governments and know how

their taxes are spent.

Observing these principles is an important condition of effective local fiscal policy. For fulfillment of tasks and goals it is necessary to classify fiscal policy according to its content and principal direction of measures of budget process management, measures, content and activity of instruments using in fiscal policy, range of goals and tasks, duration of their realization and territorial localization of measures and government competence. The policy in the sphere of local budget revenues, local budget costs, interbudget relations and budget control at the local level was distinguished according to the content and principal direction of measures of budget process management. The motivating and constraining fiscal policy at the local level was emphasized taking into account measures, content and activity of instruments using in fiscal policy. Budget strategy and tactics were distinguished taking into consideration a range of goals and tasks and duration of their realization. Common state budget policy and budget policy at regional and local levels were defined according to territorial localization of measures and government competency [1, p.273, 278]. The given classification of fiscal policy has not only theoretical but mostly practical meaning reflecting fiscal policy at the local level as very complicated, diverse and multidirectional process. To analyze deeply and evaluate local fiscal policy objectively in Ukraine it is reasonable to use features of classification mentioned above and results put into the basis of priorities, concrete ways and mechanisms of development and realization of fiscal policy.

The goal of fiscal policy at the local level is achieving goals and tasks foreseen by plans of social and economic development, its fulfillment with the help of necessary budget resources and rational and principal usage of budget costs. Effective fiscal policy of local governments has to be always directed to increasing of separate territory economic development.

So for planning and forecasting improvement it is necessary building of content and logical sequence of informational and analytical supporting of budget planning differentiating such stages: informational necessities determination necessary for monitoring of budget indices; block of data determination characterizing effectiveness of fiscal policy and defining the factors influencing their realization; taking into account the necessities of territorial community necessary for fiscal policy

vision, on the other hand, documents of territorial development are worth nothing without a strategic vision, prospects and development goals understanding” [12, p. 8].

Conclusions. Thus, the strategic planning of socio-economical development of complex socio-economic systems in the public administration of the national economy is a system process by which the public authorities of the appropriate level of economy management define the objectives, priorities and main tasks of socio-economic development of a certain territory for the future in the conditions of dynamic environment: form the mechanism of their implementation, evaluation and monitoring. Public authorities began using strategic planning at a certain stage of its historical development, when the competition for resources has adopted a global scale, as well as resources in the field of strategic management on the level of corporations became an essential achievement of science and wide practice. Scientific and methodological principles of corporate strategic management have become the methodological basis for the development of strategic planning at the level of complex socio-economic economic system such as regions, sub regions, cities, agglomerations, districts and villages.

Strategic planning helps decision-makers to select appropriate goals that steer towards collective vision for the future, and create through participation and partnership with citizens and stakeholders. Strategic planning differs from, for example, urban planning, and it complements other planning tools and usually results in a planning product such as a territory development Strategy. Strategies are flexible tools for long-term orientation and enable revision and adaptation to changing circumstances.

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strategic planning, is not always so in its contents. As it noted by T. Uskova, duration as one of the main characteristic of strategic plans “does not make plan strategical” [5, p. 226]. The main difference between strategic planning and long-term planning is a future interpretation. Long-term planning envisages that the future can predict through extrapolating existing tendencies of growth. In this case, the authorities guide by the fact that the results necessarily will be better in future, and this idea takes as a basis in reasoning the area development strategy. The result of such planning practice is planning optimistic figures of socio-economic development and getting real results that are often substantially lower than planned ones. Strategic planning does not involve that future must be better. It focuses on analysis of the territorial development prospects, and the main task of such analyse is ascertainment the dangers, opportunities and individual emergencies that can change today’s trends [11, p. 15].

Second (concerning purpose), it necessary to note the difference between strategic planning of territories’ socio- economical development from strategic spatial planning of territory’ development. They often mixed, when talking about territories development planning on prospect. The result of the first process is socio-economic development strategy for certain territory which aimed at creating a favourable environment for business development, attracting investments, providing population social needs and improving living standards. The result of another one is the system of spatial planning documents of the territory, so-called urban planning documentation (general urban plans, detailed area plans, etc.). Spatial planning is narrower for strategic. In the context of spatial planning the main goal of complex development of territories is productive forces development on the basis of balanced consideration of social, environmental and economic factors; forming economic complex on the basis of coherent development of the main and additional industries of regional importance, transport, utilities and social infrastructure. In the context of strategic planning the main goal of complex development of territories is achieving the main goal of management - improving the level and life quality of population in a certain area.

Undoubtedly, the processes of strategic socio-economic planning and spatial planning are interrelated. About their relationship, we will give the following statement: “it is impossible to develop good regional or municipal development strategies without a clear territorial restrictions

implementation at the local level.

Summarizing we can define the main tasks of fiscal policy at the local level:

- creating conditions for favorable financial conditions for stable social and economic development of territory which should support increasing standard of living;
- support and stimulation of business structures activity with the aim of their unprofitableness prevention and increasing of financial resources what will influence positively on growth of local budgets income;
- improvement of forms and methods of mobilization and usage of financial resources of territory considering its social and economic development;
- social support of vulnerable segments of the population;
- support of functioning of social infrastructure content belonging to budget sphere;
- financial support of programs and measures connecting with environmental protection and ecology.

One of the strategic directions of fiscal policy specifically at the local level it is necessary to consider scientifically reasonable planning of budget indices supporting realization of the main directions of social and economic regional development increasing according to its financial possibilities.

The effectiveness of fiscal policy at the local level can be estimated using a system of indicators defining the state of local economic and social sphere. Using these indices in practice in the context of their system development a real fulfillment is compared with planned one. The system of indicators makes it possible to “evaluate the actual state of financial management at the local level. The task of this assessment is providing a higher level of financial indicators that allow comparing the financial position of entities located in the administrative unit, i.e. comparative analysis between individual budgets”[3, p.468].

Thus, in the process of forming of local fiscal policy it is reasonable to plan budget resources of administrative and territorial items taking into account such strategic factors:

- the level of development of local utility and social sphere of administrative and territorial item;
- necessity of increasing of income base and effectiveness of local

budget costs;

- the fulfillment of social programs financed by means of budget;
- forming of legislative and normative base regulating processes of planning and budget implementation;
- personal revenues availability to local budgets within active authority;
- the level of development and increasing of effectiveness of public utilities;
- support of effective usage of budget costs in the conditions of limited financial resources.

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local governments and national and international partners. However, it is necessary to note, that development strategies of socio-economic systems are a means, not the end in itself; they are a tool for development, even if their success measures through tangible results.

Table 1

Advantages of territories' strategic planning
(Made by the author from materials 10, p. 18)

Main areas	Advantages
Governance and cooperation	<ul style="list-style-type: none"> – it can help government establish performance-based management that creates sustainable economies and social capital; – it can identify more clearly the challenges facing community and respond to those challenges more directly and more effectively; – it can provide more coherence and better communications between administrative structures to coordinate public actions through multi-level governance; – it is a tool for change management that helps to prioritise and improves institutional responses and local decision-making.
Mobilization of stakeholders and consensus	<ul style="list-style-type: none"> – it supports and structures dialogue between stakeholders, e.g., private sector and community, and can help to develop consensus-based solutions; – it provides new perspectives and opportunities for social inclusion; – it can provide continuity between local administrations, so that plans are not abandoned once different councillors come to power, thereby creating stability for citizens.
Develop innovative and sustainable concepts	<ul style="list-style-type: none"> – it recognizes tangible and intangible cultural assets that add value to the quality of life; – it builds opportunities on emerging trends and creative potential; – it places environmental issues as a priority for the sustainable development of the territory; – it can be a platform to develop concepts and new models of housing, energy and mobility; – it provides flexible instruments for government to rapidly respond to natural disasters.
Implementation	<ul style="list-style-type: none"> – it makes it easier to balance fewer resources with the demand from more people; – it generates a broader understanding of responsibilities; – it provides certainty for the long-term investments of citizens and private enterprises.

At the end of the paper, we want to talk about some criteria that allow scientists to use the category of “strategic planning”, so there is mull and inexactness in categorical-conceptual apparatus. Those criteria are time and purpose.

First of all (concerning time criteria), planning which is expected for 10 or more years because of its duration, which in literature is called

to management of regions and cities was associated with territories vision as independent active economic entities that are able to identify strategic goals and operational objectives and ready to concentrate available resources on achieving them with minimizing the risks. In other words, the basis of such approach to management of complex socio-economic systems of mesolevel was an idea of transferring business ideas and methods of strategic planning to the authority's level. In this context, a separate territory was considered as kind of enterprise, which served consumers (citizens, local and foreign business), and had relationships with other areas. Accordingly, along with so-called "industrial strategic planning" there was another one – the "territorial strategic planning" used at the level of cities, districts, regions, countries and their associations. The place of spontaneous territories development occupies strategic planning; strategies are associated with the lighthouse, which indicates the fastest development path of complex social and economic systems.

The urgency of using strategic planning at mesolevel can explain by following reasons:

First, strategic planning is an element of management system that recognizing by world practice, which allows creating some conditions and using territory' potential for its future development.

Second, taking into account the necessity to adapt the system to market economy requirements and to open competitive market, strategic planning helps to make current decisions based on strategic goals of system development.

Third, strategic planning is a tool that is able to combine the efforts of government on the one hand, and the efforts of baseness and community, on the other one, in solving systems problems. Thus, the relationships between the government, business and community became stronger and the image of the territory increase.

The main advantages of using strategic planning in socio-economic systems of mesolevel presented in table 1.

As you can see from table 1, in general, strategic planning helps decision-makers to select appropriate goals that steer towards collective vision for the future and create through participation and partnership with citizens and stakeholders. Authorities encourage the building of a vision of the future in which strategic planning not only responds to the needs of the people, but enables close collaboration with all stakeholders, neighbouring

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CONCEPTUAL BASIS OF FORMING A STRATEGIC PLANNING AS AN ELEMENT OF ECONOMY' STATE MANAGEMENT SYSTEM

The article deal with a conceptual basis of forming strategic planning in the system of state economy management at its different hierarchical levels taking into account needs and challenges caused by time. The scientist's views regarding understanding such categories as strategy, planning and strategic planning are examined and author's approach to them in the context of this study are proposed. Some relationship between categories "strategy" and "concept", and at the same time their absolute difference is marked. Two main criteria (time and purpose) that cause mull and inexactness in categorical-conceptual apparatus of strategic planning in the system of state economy management are considered. Author point main advantages of using strategic planning at the mesolevel and group them from different state management positions.

Keywords: strategy, planning, strategic planning, state management, socio-economic development, socio-economic systems of mesolevel.

Сментина Наталія

КОНЦЕПТУАЛЬНІ ОСНОВИ СТАНОВЛЕННЯ СТРАТЕГІЧНОГО ПЛАНУВАННЯ ЯК ЕЛЕМЕНТУ СИСТЕМИ ДЕРЖАВНОГО РЕГУЛЮВАННЯ ЕКОНОМІКИ

У статті розглядаються концептуальні основи становлення стратегічного планування в системі державного регулювання економіки на різних ієрархічних рівнях управління з огляду на потреби та зміни, обумовлені часом. Досліджено погляди науковців відносно розуміння сутності категорій стратегія, планування, стратегічне планування та представлено авторський підхід щодо

розуміння їх сутності в контексті даного дослідження. Визначено відмінність та одночасно зв'язок категорій стратегія та концепція. Описано два головні критерії (час та призначення), що викликають плутанину та неточності у категоріально-понятійному апараті зі стратегічного планування в системі державного регулювання економіки. Виділено головні переваги використання стратегічного планування на мезорівні, які згруповано в розрізі ключових аспектів державного управління.

Ключові слова: стратегія, планування, стратегічне планування, державне регулювання, соціально-економічний розвиток, соціально-економічні системи мезорівня.

Сментына Наталия

КОНЦЕПТУАЛЬНЫЕ ОСНОВЫ СТАНОВЛЕНИЯ СТРАТЕГИЧЕСКОГО ПЛАНИРОВАНИЯ КАК ЭЛЕМЕНТА СИСТЕМЫ ГОСУДАРСТВЕННОГО РЕГУЛИРОВАНИЯ ЭКОНОМИКИ

В статье рассматриваются концептуальные основы становления стратегического планирования в системе государственного регулирования экономики на различных иерархических уровнях управления с учетом потребностей и изменений, обусловленных временем. Исследованы взгляды ученых относительно понимания сущности категорий стратегия, планирование, стратегическое планирование и представлен авторский подход к пониманию их сущности в контексте данного исследования. Определено отличие и одновременно связь категорий стратегия и концепция. Описаны два главных критерия (время и назначения), вызывающие путаницу и неточности в понятийно-категориальном аппарате по стратегическому планированию в системе государственного регулирования экономики. Выделены основные преимущества использования стратегического планирования на мезоуровне, которые сгруппированы в разрезе ключевых аспектов государственного управления.

Ключевые слова: стратегия, планирование, стратегическое планирование, государственное регулирование, социально-экономическое развитие, социально-экономические системы мезоуровня.

comparative assessment of alternative options and acceptance the most probable of them in expected terms. Such approach to the category indicates that planning is a core of the management system; it is a process, by means of which socio-economic system adapts the available resources to changes that can happen in its internal or external environment.

A lot of attention in scientific literature is paid to the category of “strategic planning”, which appears as a symbiosis of such two categories as “strategy” and “planning”. Scientists views are ambiguous about when it appears for the first time: some scientists say, that it appears in 60-ies [6, p. 8], others – in 70-ies of the XX century [7, p. 28]. There are also scientists who have chosen a universal approach: they note the period of category appearance as 50-70-ies of XX century. There is a point of view according to which at the end of the 50's and early 60-ies of XX century in the USA and most countries of Western Europe (countries in which this scientific direction was originated) falls strategic planning “boom”. Despite the differences in time, there is no doubt among scientists that this research area, since it's becoming, concerned businesses (companies and corporations) and only over the time it integrated to more complex socio-economic systems, such as the national economy, regional economy and urban economy.

The definition of the “strategic planning” category is ambiguous, although it is connected with the attempt of researches to reflect their own views concerning category essence and to display period of time and environment changes under the influence of which this definition, in fact, was formed. In general, strategic planning is the process of recognition the goals of socio-economic structures and their changes, as well as resources required for their achievement and policy, which is aimed for collection and using of these resources [8, p. 74]. Such definition has formed because of generalization of large corporations' strategic planning experience. There is a little brief definition of the category, according to which “strategic planning is a systematic process by which company, region or local community plan and forecast their activities for the future” [1, p. 10].

The ideas of strategic planning at mesolevel (in regions, districts, cities,), which were formed by management theoreticians of the commercial structures, were used abroad in the last two decades of the XX century [9, p. 61] as an attempt of government to determine long-term trends of economic development. The main ideas of the new, at that time, approaches

long-term and operational production planning at enterprise improved at that time; it becomes a solid base for forming institute of forecasting, programming and planning of socio-economic development in society.

A significant contribution to the total experience in planning practice belongs to the twentieth century centralized planning practice of Soviet Union and others socialist countries. The researchers of planning theoretical-methodological foundations argue that the Soviet Union was the first country in the world, where the basic idea of K. Marx doctrine about the possibility of national economy management with plan put into practice [5, p. 200]. As a result, the majority success of intensive development the Soviet economy is associated with the planning. Those theoretical and methodological foundations of planning, which were created by Soviet scientists-economists, and practical USSR experience became the basis for developments in the macroeconomic planning and forecasting in foreign countries, where, since the crisis of the 30-ies, plans became the main element of the economy' state regulation system.

Nowadays planning occupies a special place in the system of socio-economic processes management, in regulation the directions and dynamics of these processes and in ensuring the normal functioning of economic structures. A number of forecast, program and planning documents, which are being developed in different countries of the world at national, sectoral, intersectoral and regional levels, are recognized by scientists as one of the most important instruments of the certain management subjects policy in view of their ability to organize a clear and well-grounded work of economic entities in order to achieve those tasks that facing government, business and society. The desire to achieve some changes in the economic and social sphere towards economic and social development, namely: strengthening economic activity, providing economic systems restructuring and social problems solution (such as employment, social infrastructure development, socio-economic crises elimination, creation conditions for ecological safety and others), makes public authorities to use planning. Thus, they try to predict future or to predict long-term trends in social, economic, ecological, innovative development, to identify long-term priorities and to select and substantiate achieving defined goals measures.

Under the category of "planning", in the context of this paper, we will mean substantiation the objectives and priorities of socio-economic development, identification ways and tools of their achievement by

Statement of a problem in a general view. Effective management of socio-economic processes, which take place in national economy at different hierarchical management levels (both at national – macrolevel and local – mesolevel), seems impossible without strategic planning, realization of which is carried out by public authorities of the appropriate level which play the role of a powerful organization in the country by practicing and implementing the society development strategy. In quickly environment development because of rapid development of the technology, global and regional organization of production and increased competition for resources and investments strategic planning considers as a management tool that helps to improve the reactive efficiency of power governance structures to global changes and to adapt the policy of national economy's development to such changeable conditions. In addition, as a kind of dialogue instrument between authorities and representatives of other economy sectors it contributes forming the conceptual views and developing a harmonious socio-economic development vision in the conditions of optimisation using the available resources.

The analysis of resources and publications of last years. Many scientific papers examine theoretical and methodological aspects of the strategic planning. Among them there are fundamental studies of the classics (I. Ansoff, K. Endrus, M. Porter, A. Thompson, A. Chandler and others, from their works, in fact, originates the classical theory of strategic planning and strategic management, in view of this, they are called "strategic planning parents". There are also works of foreign researchers (W. Trousdale, L. Ramirez, G. Kebede, T. Yskova and others) and domestic scientists (for example such as: O. Berdanova, V. Vakulenko, V. Tertychka, H. Kuharska, C. Bila). However, despite the large number of scientific publications related strategic planning, there is a need to research some principles of forming strategic planning as an element of economy' state management system given the fact that at national and regional level it came from corporate management.

The idea of the article. The study will focus on conceptual basis of forming strategic planning in the system of state economy management at different hierarchical levels, taking into account needs and challenges caused by time. It will also look over main advantages of using strategic planning at the mesolevel from different positions.

The material of the study. Science and practice bases on a quite

extensive category-conceptual apparatus when they concentrate on a particular problem question. There are situations when the same categories describe different situations; on the other hand, the same processes in terms of their content describe by different categories. Considering this, at the beginning of this paper it is necessary to make an excursus into the history of such concepts as “strategy”, “planning” and “strategic planning”, and to explore the scientist’s views regarding their understanding. The result of such study should be some conclusion about the nature of basic categories of current research and about processes that they describe.

The term “strategy” originates from the Greek language: “stratos” – army, “ago” – to lead. Initially it means the art or the science to be a commander. In a figurative sense, it means the leading art of public and political struggle. The concept of “strategy” was included to managerial terms in the 50-ies of XX century. The scientist’ views to the category from the economic point synthesis, in general, to its representation as a general, comprehensive plan of achieving the company’s or more complex socio-economic systems’ (areas of macro- and mesolevel) goal.

The category of “strategy” has quite deep roots and quite wide spreading. In general, as scientists note [1, p. 6], three approaches to the category vision developed during a quite long period of its existence:

- according to the first approach, when you talk about strategy, you mean an abstract norm of activity directed to the process of goals’ achieving. In this case category approaches the category of “strategic vision” that is it understood as an idea about the desired state;

- according to the second approach, the strategy is identified with a strategic plan of actions; in this respect, the emphasis shifts to software component;

- and finally, the strategy is considered as a process “addressed to determine the development direction of organisations, regions or territorial communities in changing environment” [2, p. 4].

Understanding strategy as a plan of actions is dominant nowadays. However, modern experts and consultants in strategic development are increasingly paying attention to a strategy as some coordinated way. Such their vision can be explained like this: the external conditions becomes more dynamic so planning for the long term is not excuse themselves because it’s necessary to make many changes in it. Instead, using a coordinated long-term vision allows more flexibly react to changes and

maintain a clear course of development. In the context of this study (i.e., in the system of economy state management at mesolevel), under the strategy we will mean the complex of actions towards organizing the economic entities activities on the way of achieving the strategic goal of complex social-economic systems’ development, which outline in dialogue process between public authorities, business and community based on evaluation and current situation analysis, and which is reflected in the development plan of mesosystem.

It is also necessary to note some relationship between such categories as “strategy” and “concept” and, at the same time, to mark their absolute difference. The “concept” (from Latin “conceptio” – understanding) is a system of views on certain phenomena, processes, or it is the way of certain phenomena understanding, events or their interpretation, or it is the main idea in a certain kind of human activity [3, p. 28]. From such definitions, it is clear that the category of “strategy” is wider than the category of “concept”. The first one details the plan in a specific form of human activity. In the context of this paper, it details the public authorities’ purpose concerning improving social and economic situation, increasing the level and quality of life and defines the ways of its achieving. Thus, these categories are connected each other, but one of them is up another: strategy complements and concretizes the concept. Therefore, the concept is the primary document in the process of strategic planning; strategies develop on their basis. As scientists notes, a “conceptual positions becomes more well-founded and problem issues becomes more coordinated” in strategies [1, p.13].

The category of planning, as history shows, have aroused many centuries ago and relates the fundamental person quality to form in advance a certain image of the object or its actions’ environment, that is, to predict and to plan future economic situation, state of society or different institutions. By definition of U.S. researchers M. Dunok and H. Dimok, “planning is a setting goals and then finding out actions that should be done, as well as who, when and in with way, for which funds should act to achieve the desired goal” [4, p. 131].

According to experts’ views in the field of macroeconomic planning, “people rulers planned and predicted in ancient times”, but stable relations in this sphere and branched categorical apparatus, which we use today, was formed in times of market-capitalist relations. The methods of