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"Educator" Wydawnictwo Akademii Polonijnej
ul. Pułaskiego 4/6 42-200 Częstochowa
tel: +48 34 368 42 15, fax +48 34 324 96 62
www.pnap.ap.edu.pl e-mail: pnap@ap.edu.pl

Redaktor naukowy / Scientific Editor:

Prof. **Serhii Hushko**, DSc, Kryvyi Rih Economic Institute of Kyiv National Economic University named after Vadym Hetman (Ukraine) / Visiting Professor of Polonia University in Czestochowa (Poland), e-mail: s.hushko@pnap.ap.edu.pl

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Wprowadzenie

W europejskim doświadczeniu kulturowym, opierającym się na spotkaniu różnych cywilizacji i kultur – konsolidują się fundamentalne ogólnoludzkie wartości, takie jak: wolność, demokracja, odpowiedzialność, uczestnictwo, solidarność, wyobrażenia twórcze leżąca u podstaw rozwoju naukowego, niezbywalna wartość sumienia, uznanie praw indywidualnych i zbiorowych, przedsiębiorczość, innowacje oraz zmysł wyrozumiałości.

Ich priorytetowość pozwala na dostrzeganie roli środowisk akademickich, których zadaniem jest wyrobienie, zwłaszcza u młodego pokolenia, krytycznej świadomości. Świadomość ta opiera się na przekonaniu, iż świat to miejsce dialogu, ubogacania, rozwoju badań naukowych i innowacji.

W tę problematykę wpisuje się PNAP - Periodyk Naukowy Akademii Polonijnej, skupiający ludzi nauki z różnych kontynentów, gdzie artykuły naukowe podejmują problematykę o charakterze: historyczno-kulturowym, polityczno-prawnym, ekonomiczno-społecznym, zdrowotnym oraz edukacji przez całe życie. W PNAP występuje także dział recenzji oraz sprawozdań pokonferencyjnych.

Zapraszam do współpracy przedstawicieli ośrodków naukowych, praktyków, nauczycieli naukowo-dydaktycznych, doktorantów, studentów, których publikacje w PNAP, dzięki punktacji międzynarodowej oraz posiadaniu prefiksu DOI, będą czytane i staną się przedmiotem dyskusji, debat i poznania innowacji i dalszych badań naukowych.

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ks. prof. dr hab. dr h.c. Andrzej Kryński
Rektor Akademii Polonijnej

Introduction

The European culture experience based on the meeting of different civilizations and cultures is the area for consolidation of such fundamental universal human values as freedom, democracy, responsibility, participation, solidarity, creative imagination underlying scientific development, inalienable value of conscience, recognition of individual and collective rights, entrepreneurship, innovations and a sense of understanding.

Their priority allows to perceive the role of academic environment whose task is to develop, especially among the younger generation, critical awareness. This awareness is based on the belief that the world is a place of dialogue, place of enrichment, development of scientific research and innovations.

PNAP - the Scientific Journal of Polonia University fits in these issues bringing together scientists from different continents, whose scientific articles address the issues from the following fields: history and culture, politics and law, economics and social science, life-long learning and health. PNAP also includes the review and discussion sections as well as a conference report section.

I invite You to cooperate with the representatives of research centers, practitioners, teachers, academics, Ph.D. candidates, students, whose publications in PNAP, thanks to the international scoring system and having the prefix DOI, will be read and will become the subject of discussions, debates and exploration of scientific innovations and further scientific research.

I thank the authors who have already established cooperation and those who will do so in terms of submission of their publications. I would also like to express particular gratitude to the members of the Scientific Council, who kindly accepted the invitation to work together and to contribute to the creation of PNAP.

Prof. dr h.c. Andrzej Kryński, PhD
Rector of Polonia University

CULTURE - MEMORY OF THE WORLD, CONSENSUS FOR LIVING TOGETHER**Andrzej Krynski**Prof., PhD, Polonia University in Czestochowa,
e-mail: a.krynski@pnap.ap.edu.pl, orcid.org/0000-0001-9635-023X, Poland**Yves Merlin Kengne**MA, John Paul II International University of Bafang,
e-mail: up@ap.edu.pl, orcid.org/0000-0002-0119-6434, Cameroon

Abstract. The present problem of today's society in the changing reality is that people living within their culture, assuming that culture is the remembrance of the past, but also the vision of the world leading to the future and creation common sense of life. The culture is measured by the traces left by it. This trace is a story based on creativity in and for the community. Conditional here, there is a quantum of social consent for the form and content of this culture.

Such a cultural consensus is both reproduction and development. Consequently, the analysis of the characteristic traits of culture, as defined by contemporary anthropology, makes it possible to distinguish in culture the multiplicity and variety of the processes that lead to a work - a cultural product characteristic of a kind of force cultural.

With all this in mind, you can perform a reflection that distinguishes three steps by successively developing the following: What is culture? What is the process of reproduction and development of culture?

Keywords: culture, visions of the world, religion, transformation, moral rules, religious traditions.

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Introduction

Bien que tous les êtres humains aient, en général, les mêmes aspirations, les mêmes motifs et les mêmes valeurs, les mêmes espoirs et inclinations comme la mort, mais ils sont différents dans diverses situations.

Il existe de nombreuses façons de définir une culture. Les ethnologues Kroeber et Kluckhohn ont constaté qu'il existe au moins cent soixante définitions du mot culture: descriptive, historique, normative, psychologique, structurelle, génétique (Bousquet, 1989). Par exemple, selon Frankie Faucher, la culture peut être définie comme un patrimoine qui doit être reconnu «de l'intérieur» (Faucher, 1973) comme une certaine richesse personnelle et collective. Cette vision "sociale" permet de voir la culture comme un développement de la spiritualité d'une personne, ainsi que de groupes ou des communautés.

Ici, cependant, il est possible de s'écarter des analyses descriptives de la culture, et il suffit de se concentrer sur ses caractéristiques.

- La culture est universelle: il n'y a pas de communauté humaine qui n'a pas de culture. De plus, c'est un agent, seuls les êtres humains ont leur propre culture.

- La culture porte sur tous les aspects de la vie humaine, en ce sens qu'elle couvre tout ce qui fait référence à l'homme.

- Il joue un rôle déterminant - l'élévation dans un environnement donné détermine une personne cultivée.

- Il est acquis et transmis de génération en génération.

Le processus de reproduction et de développement de la culture

Afin de montrer comment le processus de relations culturelles est simultanément une reproduction culturelle de l'être humain au centre de la connaissance et de l'expérience, il faut se référer à des réalisations concrètes. Parce que l'homme n'est pas isolé des êtres vivants et des choses, il n'est pas possible de l'isoler d'eux, cela signifie que tout est pour l'homme, tout est un symbole et un signe pour lui. Tout est compris en perspective et à la mesure de l'homme. Le cosmos est une image humaine, et non l'inverse. Même la religion n'est pas une coordination ou une recherche de choses divines, mais une manière d'homme de sécuriser sa vie et de se comprendre.

Chaque culture a ses traditions nécessaires à sa propre société. C'est grâce à eux qu'ils sont conservés pour être utilisés dans de nouvelles entreprises, testés dans les astuces de l'expérience passée, permettant à l'énergie humaine, individuelle et collective, d'atteindre de nouvelles réalisations. Dans la mesure où l'on peut deviner leur but principal initial, il semble que la fonction de la tradition était et stabilise l'inhibition de l'énergie de la vie progressive dans l'intérêt d'établir, de consolider et de fructifier les phénomènes culturels.

Pour illustrer le processus de création et de reproduction de la culture, il convient de distinguer trois mécanismes.

L'enrichissement culturel

L'entrée dans l'ancienne culture se réalise par l'éducation. En acceptant cette compréhension, on peut conclure que l'enseignement d'un homme est de l'aider à assimiler tout ce qu'il faut pour participer à la culture largement comprise de sa communauté, c'est-à-dire l'assimiler.

Il ne s'agit pas d'assimilation purement théorique ou intellectuelle. L'adoption ne se concentre pas non plus sur une seule vie, à l'exclusion des autres, bien que - comme l'affirme Achiel Peelman - il montre "une période d'apprentissage et d'autonomisation accrues" (Peelman, 1988). Enfin, bien que la fonction de certains membres de la société est de mettre en œuvre certains aspects de l'éducation, elle est essentiellement la vision de tous envers tous et chacun envers tous.

Transformation culturelle

Ce sont les changements qui se produisent chez une personne ou dans un groupe de personnes, ce qui entraîne un contact avec une culture autre que la leur (Faucher, 1973). En effet, quelle que soit sa taille, aucune société ne peut vivre dans un isolement total. Tout le monde doit et doit être compté - dans une ou l'autre période de leur développement et une formation plus ou moins originale - avec l'influence de la présence de leur voisin ou de leurs voisins. Tout le monde doit, dans une plus ou moins grande mesure, se rendre compte que ce n'est pas « le seul dans le monde ». Ce phénomène d'influence mutuelle de deux ou plusieurs cultures par les sociologues s'appelle - l'acculturation.

Processus internes dynamiques

La culture ne se développe pas exclusivement grâce à des prêtres, elle est elle-même et évolue toujours en elle-même.

Les processus rendent la culture aussi dynamique que statique. En acceptant certains éléments et en éliminant les autres, il est soumis à un processus continu de transformation.

Les transformations culturelles ont lieu tous les jours et dans toutes les sociétés, surtout à l'époque actuelle, lorsque les moyens de communication deviennent une réalité commune. Ne jamais perdre de vue ce qui se passe dans le monde réel; Les événements qui ont eu lieu dans le passé, ainsi que le mode de vie actuel des gens, sont la réalité dans laquelle vit une culture donnée.

Les transformations culturelles profondes s'accompagnent du transfert de valeurs, de symboles, de modèles d'institutions d'une spécificité culturelle spécifique à d'autres cultures. Nous pouvons affirmer que « donner une plus grande valeur - en tant que facteur culturel - au « nous » collectif (société, groupe, communauté) à l'individu « moi » transforme" le lien entre la dimension symbolique de la société (identité culturelle, langue de la culture) et la pratique sociale (transformations socio-culturel)" (Faucher, 1973) dans lequel la religion est présente, comme facteur important de la transformation culturelle.

La culture et la religion

Lorsque le passé ou l'avenir est impliqué, chaque culture se réfère à la dimension religieuse de l'homme. La religion, comme l'affirme explicitement Achel Peelman, reste une dimension anthropologique fondamentale, une composante de la culture comme plan de vie mondial (Faucher, 1973). Une telle vision confère la culture et la religion et il est impossible de séparer les uns des autres. Il contient une tradition religieuse étroitement liée à elle et il est impossible de comprendre la culture sans comprendre la religion.

Distinguer les valeurs importantes

C'est pourquoi la religion, en premier lieu, signifie l'expérience de la promotion de la culture où elle se rapporte plus à la relation de la race humaine avec Dieu. En effet, la culture contient des règles morales, des valeurs spirituelles et une légitimité religieuse de ces valeurs. C'est la réalité qui donne lieu à la réflexion, l'évaluation critique des normes et habitudes de vie et d'action.

En tout cas, la culture semble être un énorme complexe institutionnel de rituels, de techniques, d'art, de littérature, de musique et non d'un panier rempli de mythes et de croyances (Scheuer, 1984).

Besoin de se référer à l'anthropologie

En raison de la relation entre religion et culture, il faut faire appel aux humanités. Les enseignements humanistes sont un outil indispensable d'analyse pour nous. Grâce à eux, vous pouvez présenter la culture, son anthropologie.

Il est impossible d'étudier en profondeur le contexte dans lequel les sociétés vivent sans maîtriser suffisamment au moins quelques disciplines dans les sciences humaines (histoire, art, géographie, histoire de la religion, etc.). Sans un fondement aussi solide, la religion sera

confrontée à une analyse complète de la société impuissante. Il démissionne alors de la personne spécifique à laquelle la culture est réellement abordée.

Il semble nécessaire de faire une présentation claire de toute une gamme de valeurs pour comprendre qu'il ne s'agit pas de réduire le rôle de la culture ou de la religion, mais simplement de constater que le dialogue interculturel présuppose la reconnaissance des différences dans chaque domaine. À cet égard, la déclaration qui peut être formulée n'a pas besoin d'être traduite d'une langue à l'autre, puisque tout change aux points de départ.

Conclusions et suggestions

Comme déjà indiqué, la religion présuppose toujours la présence d'une personne complètement différente de l'homme, obligeant celle-ci à rechercher et à chercher constamment cette pauvre créature. Si dans une culture ouvre une nouvelle zone religieuse pour l'initiative humaine, elle conduit aussi souvent à des changements dans la compréhension de l'ordre politique ou économique. C'est dans cette situation que la réalisation entre culture et religion n'est pas passive (entre sujet et objet) mais pleinement active entre deux entités en interaction.

Le Concile Vatican II, compte tenu des questions de la culture, est également préoccupé par l'attitude de l'homme, quelle est la foi chrétienne pour lui. "Tout cet homme:

- parfaire et développer les multiples talents de l'esprit et du corps;
- confronte la manière de savoir et de travailler pour rendre le monde à son pouvoir;
- rend la vie humaine plus sociale, tant dans la famille que dans toute la communauté de l'État, par le progrès des douanes et des institutions,
- enfin, dans ses œuvres au cours des siècles, il exprime, transmet et préserve de grandes expériences et aspirations spirituelles afin de servir les progrès de beaucoup et même de toute l'humanité (*Gaudium et Spes*, 1965).

La recherche ci-dessus a révélé de nombreux aspects de la question fondamentale: comment capturer et transmettre une pensée qui donne du sens et de la valeur à toute vie humaine, quel que soit son environnement culturel?

Dans le processus de reconstruction de la culture ne peut pas être pominète les aspects suivants de l'inculturation de l'Évangile et la dimension politique de l'engagement chrétien: l'enseignement et de cultiver la tradition, la philosophie et la sociologie, l'art, la morale, l'éducation à cause de l'identité nationale et culturelle. Ce sont des questions d'une importance capitale pour tous les États.

En construisant un monde dans lequel l'homme est central, la religion joue le rôle le plus constructif. Par lui, l'homme peut dépasser la temporalité sphérique. Cela nous permet de donner à la réalité de ce monde une signification suffisante aux désirs et aux espoirs humains. Il ressort clairement de la religion que le bon ordre de l'homme est en même temps l'ordre de l'ordre du monde dans lequel l'homme vit. En d'autres termes, il permet d'observer le monde entier en fonction des critères de détermination et d'évaluation de l'existence humaine.

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GENESIS OF ECONOMIC CULTURE FORMATION

Abdukhakim Mamanazarov

PhD, Tashkent Branch of M. V. Lomonosov Moscow State University,
e-mail: abduhakim_bazarovich@mail.ru, orcid.org/0000-0002-4253-7629, Uzbekistan

Maria Manuela Tavares Ribeiro

PhD, University of Coimbra,
e-mail: mtribeiro7@gmail.com, orcid.org/0000-0001-7471-2164, Portugal

Paul Allies

Prof., University of Montpellier,
e-mail: paul.allies@umontpellier.fr, France

Volodymyr Kulishov

Prof., DSc, Kryvyi Rih Economic Institute of Kyiv National Economic University named after Vadym Hetman, e-mail: kulishov_vv@kneu.dp.ua, orcid.org/0000-0002-8527-9746, Ukraine

Abstract. The article investigates modern concepts and theories of economic culture formation, the culture development processes of society and economic culture models taking into account national, business, and cultural traditions. Moreover, various points of view regarding the essence of economic culture presence in the terms of economic globalization are pointed and on the macro and micro levels some positive stages of economic culture formation on the society development modern step are outlined.

Keywords: economy, culture, economic culture, globalization, macroeconomic level, microeconomic level, economic relations, economic system, consumption culture, saving culture.

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Introduction

In the terms of passing to innovation economy the meaning of culture increases greatly, whereas its high level represents the economic growth factor, it dictates new models of economic behavior and raises new demands. Economic agents are required to possess new level of demand culture, consumption culture and economic interrelation culture that defines the content of modern economic culture as a whole. The main aim of economic culture is to unite disparate, as it would seem, notions: morality and commerciality, severe rules of competitive struggle and business ethics of active participants in market interrelations.

In the society fundamental economic transformations are constantly taking place. They are followed by the mutually influencing each other's processes in economic relations and economic consciousness of people compiling together common direction of modern society economic culture development (Krynski, Campechano Covarrubias, Mamanazarov, Kulishov, 2016).

The economic culture is a powerful factor for economic renovation of the society. This is precisely why economic culture draws more and more attention of different schools social scientists as sociologists, cult urologists, economists, psychologists, and educationalists.

The economic transformations from all the citizens and first of all from future specialists require entering upon new economic knowledge which would allow to perceive

arising changes sensibly. Society democratization, fundamental basis change in public-economic structure and in management forms requires forming new cultural values.

The culture of each people is diverse. There exists only its identical management mode and the ways of economic business control. However, the globalization characterizes the culture as an international business. The existence of economic field international organizations proofs the fact that the economic culture is becoming more united though it is powered from various national sources, mentality, and the ways of thinking. In the terms of globalization and transnationalization there appear integrative cooperation of cultures and their bidding (Cimeno Sacristan, 2001). In these circumstances the formation of new economic thinking becomes a society social order. On one hand, it presupposes clear view concerning the market system essence, perceiving its development laws. And, on the other hand, on its basis it is the search of the formation ways of adequate type of economic thinking and conduct standard, representing modern level of economic culture becoming one of the main factors of the growth national economics (Eagleton, 2001).

The economic culture is one of the most specific culture fields and it is connected with the reproduction of the relations formed between people in the process of communication and concerning their household activity. This type of culture represents a sort of representation of economy on the sphere of culture. Though, the opposite statement is also correct, according to which culture is a representation on to the sphere of economy. An economic component of culture influences the whole "culture field" of a certain society (including science, art, religion), reflecting directly in those culture spheres that are mostly connected with economic one (as juridical and political cultures). The economic culture becomes an integral component of economic processes as it expresses the ideas and ambitions of their individuals and facilitates the consolidation and mutual activity of the latter one. It appears to be the most important characteristics and synthetical index of the whole society economic development (Mamanazarov, Gushko, Kulishov, 2016).

In the function process the economic culture reveals special features of a social life. Furthermore, it reflects stable forms of economic conscious determining the character and the direction of economic development. It actively influences the condition and the level of human development as well as the formation his/her economic positions and the form of participation in economic social life considering that it develops the system of economic values and fundamental norms of economic behavior.

Historical and economic community of economic culture

Underdevelopment of culture complicates valuable realization of main economic functions. From the side of solution of appeared contradictions economic culture can be interpreted as the way of interaction between economic conscious (as the reflection of economic relations and functioning cognition, and economic laws development) and economic thinking (as the reflection of involving into economic activity) regulating the participation of employable and unemployable social groups in economic activity as well as the degree of their self-actualization in any particular types of economic behavior. The more advanced the way of its interaction is, the more effective economic activity of business entity will be (Bauman, 2002).

The economic culture, as a regulator of economic conscious and economic thinking connection, is oriented to the regulation of peoples' economic behavior with the aim of raising material welfare more than any other.

The values of economic culture being a part of common system of humanistic values make the basis of its humanitarian culture (ethic, ecological, aesthetical, labor, and so on.) Perspectives in upbringing humanization possessing the meaning of providing person's conscious choice of social values and formation on their basis stable individual humanistic value system is mainly depend on integration these values into pedagogical process as an example (OCDE/INITE, 2008).

Moreover, the economic culture presupposes formation of certain moral and business personal characters that are important in future labor activity: social activity, entrepreneurial spirit, initiative, business and cautious treatment toward public possessions, organizational skills, reliability, striving for profitability, technological process renovation, personal success, and welfare.

In accordance with macro and micro levels of economy it is suggested to differentiate culture as well. Beside the general culture there exists particular culture that is micro level culture. First of all, from this level culture is formed. To form economic culture in people with the help of various ways above all it is needed to identify what the culture is and what it includes. To begin with, from this point of view the most important task is to define the essence of particular category.

In modern scientific literature the economic culture formation is considered from philosophical, social, psychological, culturological and pedagogical points of view as the given category is interdisciplinary.

The presence of near-border categories in various humanitarian sciences is defined by the fact that there is no pure phenomenon in modern civilization. It inosculates with other phenomena and exists under their active influence. For instance, pure economical approach toward the research in economy is implemented nowhere, but at the same time economic analysis methods are used in other social sciences. In the context of this while considering economic culture it is essential to emphasize first of all its economic part.

In the past the economic culture was considered as the behavior of economic person. A. Smith, M. Veber, A. Marshal, A. Nord, J. Shumpeter and other representatives of classical liberalism abided that definition. Neoliberalism and institutionalism include the notion of culture and social aspects of economic activity. Modern economists do not make enough research in the sphere of revealing culture content considering it as a philosophical category. Particularly economic culture is a near-border category of social sciences but it has rich economic content. However, many economists restrict it to the religious origin of economic activity and value it from the general understanding of morality, notably they narrow it down to the feelings of responsibility, complacency, fear, insult and guilt. Absolutely, there is an ethical basis in culture forasmuch as a human being is culture bearer and behaves oneself according to its norms. But, this does not give any reason for underestimation of economic essence of culture. However, the evaluation of culture as the notion of "measures and ways of human's power realization" is met in literature. According to the authors, economic culture is the system of meanings and traditions in economic sphere and the product of economic relations in the society. The economic culture depends on these relationships. It is economic entities' behavior which is based on the conditions of objective factors. The process of economic culture formation is objective, but, its bearers are certain entities that can act in economy on their own way. In accordance with economic laws in the modern characterization of economic culture the subjectivistic basis dominates that reflects people's behavior. But, this is subjective reflection of objective, i.e. economic realias that each entity of economy can come across with without any exceptions. Every person perceives objectivity in his own way

and makes his own decision, appeals his own actions. In connection with this fact while interpreting economic culture it is impossible to lose sight of objective determiners of culture behavior. The person individually joins in economic relationships but he has to contend with economic realities that do not allow him to make random economic actions. The person cannot ignore the laws of economy that are objective, but he can get used to law requirements if he has enough economic knowledge and practical experience. That kind of personal skill does not afford ground for especial subjectivistic interpretation of economic culture. Based on everything mentioned above, it is possible to conclude that economic culture is economic entities' behavior conditioned by its laws and rules.

The culture of separate people and the group of people depends on their socioeconomic situation. Mental basis is a subculture derived from general culture and characterizes national feature in economic culture. For example, at all times in Uzbekistan there exists cooperative fulfillment of public work, preferences in land share-leasing, tendency to private small-scale farming management, private family business, household labor, day-wage work engagement, striving for demonstrative affect of personal consumption and achieving personal image of economy in the resources consumption by the members of a big family, retrained in consumption, frequency in benefit collective consumption, tendency to the savings with the aim of heritage for children, conducting festivities and ceremonies.

A Culture compound is the norm of economic behavior expressing the norm of economic activity of economic actions. Considering that culture is determined by economic laws regulating the economic striving and activity boundaries it preserves all the main features of generic notion of culture defining the extent of personal skills concerning controlling the circumstances of his existence. At the same time economic culture represents a unique specific form and a view of general culture. However, it depends on nature influence and economic system laws and it defines the unique content of valuable guides of economic actions (Bruner, 1990).

In culture there is a historical moment connected with economic structure change and that is why during its evaluation it is essential to take into consideration modern economic traits. Culture being as economic system product contains general and specific basis. Generality is determined by continuity of economic systems, when in the process of transformation of one system into another, new system inherits those culture elements that could live together with new system, adapts to new requirements.

Combination of elements of various systems forms historical community of economic culture (Pelaez, 1984). Natural conditions as people's genuine habitat affect people's economic behavior. Whereas, as a nature product habitat is conservative notable in the conditions of market economy functioning. Vitality is defined by laborious share-leasing in land-poor conditions. But, this is an effective way of laborious farm managing as renter's profit is straightly geared to the productivity.

Also, natural factor affects the consumption culture and people's consumption varies depending on hot, cold, and moderate climate types. Moreover, it dints in labor culture. Favorable natural conditions make the rise of individual labor effectiveness possible, but unfavorable conditions demand co-operative labor efforts. Due to this, from ancient times in Uzbekistan there exists "Hashar" tradition, cooperative labor, mutual help in labor that turned to be labor culture feature and it was constantly repeated. Scheduled system, when nationwide "Hashar" called "Communitistic subbotnik" was not an exception. Hashar is a traditional culture element in Uzbekistan because it became an integral part in labor culture.

Modern culture imbibes own interest achievements and neoliberalism representatives emphasize it.

As M. Fridman claims, valuable mark for a company can only be a profit guarantee; business cannot be oriented on social values. However, complementary evaluation of economic culture, that excludes uncompromising struggle for the sake of person's egoistic aims and particularly rational economic action, gains its momentum.

It is stipulated by the fact that people cannot change these principals at their own discretion; they can only adapt their behavior to these principles. That forms the basis for economic culture. It is known that market economy always consists of two blocks, namely: open one – clear, and closed one- shady. Economic culture is attributable to the first block. As for the relations within the shady sector of economy, it is not civilized, therefore, it does not form the modern economic culture; though, it actually functions in the majority of countries.

The modern economic culture generates not only the market rules of behavior, although they are dominant, but also non-market behavior, which is being the product of transformation of purely market economy into the mixed one. Non-market relations are humanitarian and based on mutual help and support principle. However, these principles do not exist everywhere, they are present in the distribution sphere where non-market revenues are formed and represented as an aid to poor countries and citizens, charity or social pensions and benefits.

Since the economic relations are diverse and the economic culture has a multilayer inner structure, which has various definitions, the approach to the analysis of the economic culture components may vary:

- in respect of common and mental culture;
- from the point of view culture bearer- an individual, mini-, macrogroups and society as a whole;
- from the point of view of functional activity.

The first two approaches are important from the cognitive point of view, but it lacks productivity in practice. The third approach is important from the practical point of view as it allows to detect the cultural degree in a particular sphere of human activity and to determine the measures of development in a particular direction. In the modern conditions of formation and growth of market economy of young states, the third approach to economic culture studying is the most useful one.

Culture as a product of economic system change is followed by the change of value orientations, while the mentality remains unchanged. It has traditional basis. It is commonly known that repeatedly occurring events become a tradition. Traditional cultural features can remain even when economic relations change, provided that they are modernized and adapt to new economic conditions and serve new aims.

Components of economic culture

Intracorporate relations stand out on the foreground in multi-tiered system of relations as here a creation of market production and services occurs here. These relations are primary, and they are microeconomic structure. The culture of intra-entrepreneurial relations shows the accurate coordination of actions of separate workers and group of workers between themselves for the sake of achievement of an ultimate goal - high profitability, i.e. efficiency of work. It assumes a certain measure of the interaction, defined by a culture of behaviour of participants of manufacture. In the social plan the intracorporate culture demands social

partnership of proprietors, managers as well as hired workers and appears one of the economic culture components.

This is the only way to make it possible to provide harmony of interests and to avoid internal social conflicts that acts as an invariable condition of competitiveness as it reaches high quality of production at the least expenses for its manufacture. But it does not mean disappearance of conflicts. The coordination of interests can be replaced by their infringement that generates conflicts and consequently the culture of intracompany relationships should be accurate that they could quickly and operatively settle conflicts to the least losses for collective and conflicting parties. The higher level of relations within the company, the higher corporate patriotism it has, hence, the competitiveness of collective increases. Behaviour standarts of workers are regulated by the written laws and unwritten traditional rules which pass from one generation of workers to another, i.e., are reproduced in time, but replenish with new rules, i.e. the development of corporative and intercorporative relations.

Corporative relations assume income generation of activity according to distribution laws that is fixed in certain rules which create a culture of work and earnings.

The culture of labor and earnings is a part of economic culture as well. The labor culture is a diligent performance of the official duties irrespective of character and the position status. As it is supported by employees of all categories. Its requirement is an effective work of each employee in his place with strict observance of labor discipline. The labor culture assumes the co-ordinated and high-efficiency work for the sake of own interests and interests of labour collective, observance of all rules of labour behaviour, construction of labour relations according to internal rules and the legislation on work. The labor culture and labour earnings are uniform in the basis as work is always the earnings source. The main thing in a culture of work is conformity of earnings to requirements of the market law of the distribution providing conformity of monetary incomes to a labour efficiency level. This law is objective, and the culture of incomes develops not contrary to it, but according to it. People possess various resources and use them differently, obtain various incomes, which are accurately fixed in culture. The culture of earning money conforms to justice principles, i.e., incomes should be earned, in other words profits should be result of voluntary work, free employment and an alternative choice.

The economy is based on business and consequently its culture is a part of economic culture. Culture of business – is a behavioral actions of businessmen in the market for the purpose of minimisation of expenses and profit maximisation. It includes, firstly, the culture of work on the market. The culture of work on the market is the ability to adapt the requirements of market laws and finding ways of an alternative choice of effective activity.

Secondly, the culture of mutual relations with partners. In business except culture of a competition there is also a culture of partner relations arising at a generality of financial interests. This culture demands benevolence, mutual understanding and respect of mutual interests as well.

Thirdly, the culture of competition. There are not only contradictions of interests in the market, but also points of their contact; it generates economic responsibility of each subject before the partner. Responsibility means strict fulfillment of the obligations to others. It is impossible to provide own interests, not to reckon with interests of partners.

Fourthly, culture of mutual relations with the state. The culture of business is inconceivable without an establishment of civilised relations with the state which is represented not only the power, but also the important agent of market economy. The culture of relations with the state demands performance of obligations to the state, business dealing

according to requirements of economic policy of authority, inclusion in regulating activity of the state, fair and timely performance of state orders without drawing of a damage to interests of the state, observance of requirements of laws and orders of the authorities, target use state preference.

In modern civilized economy, the cultural factor acts as force of streamlining of economy, means avoidance of chaos in it. The economic culture, accurately dividing the permitted and unlawful, defines borders of economic freedom, standards of an economic life thereby provides realization of cash economic potential and economic safety of a society.

The important link of business culture is self-regulation of own activity, using market mechanisms. Regulation of the economy includes, on the one hand, market self-regulation, and on the other hand - state regulation. As the main regulator acts the market mechanism which represents a set of interdependent and co-operating economic levers are the finance, the prices, benefit, profit, losses, bankruptcy, percent, economic sanctions, a competition, unemployment etc.

In these levers force of provision of economic incentives and even compulsion of participants of business to activity is covered. The market mechanism connects together economic interest and responsibility. Each subject of business cannot reach own interests, not being considered with the obligations to others. Interests of each subject are egoistic, but the market realises them differently.

In economic culture the special place is occupied by the culture of consumption. Consumer culture is the conventional rules, standards and models of consumption of financial and spiritual benefits the value of which is the maximization of satisfaction of needs at a given level of income. It is particularly expressed in culture of a consumer choice and in character of the consumption, but with the account of consumer ability of various people. The culture of consumption of rich people, people of an average prosperity and poor is allocated. But irrespective of it people are guided by the general beginning of consumption, but in various degrees.

In the general typology of consumer behavior it is possible to allocate three groups of the consumers which cultural propensities differ:

- Reasonably consuming;
- ascetics;
- hedonists.

Despite it there are general stereotypes of culture - orientation to satisfaction of reasonable requirements. Consumption types exist at superiority of one them. At underdeveloped economy dominating is - hedonism, and at developed - rationality. Asceticism as neglect financial benefits is very seldom.

The consumer culture is a culture of a consumer choice, i.e. norms and action rules in the consumer market. It requires that the consumer regards with the realities of the market, namely degree of a saturation of the market the goods and a price level on them. The cultural consumer makes a choice between quality of the goods and the prices that provides consumption rationality. The culture of consumption is guided by such value, as a healthy lifestyle and life expectancy. Thereby it excludes consumption of socially harmful goods, but provides consumption of the goods shortening a life, saving time of consumption and providing not only physical, but also intellectual developments of the person. An integral part of the culture of consumption is the art of protecting consumer rights provided for by laws. It means, firstly, ability to find out infringement of own consumer right, secondly, ability of protection of the rights.

The element of the general economic culture is the culture of savings. It means financial behavior of people in formation and expedient use of own savings. The higher the propensity is to save, the higher the culture is.

The culture of behavior demands not only the big propensity to savings, but also their uses with advantage for itself and for a society that is reached by their capitalizations, i.e. transformation into the capital bringing the income and it is reached by an alternative choice between profitableness, risk and safety of financial investments. The culture of savings means freedom of savings activity in any situation as well as at any scales. However, this freedom should serve interests not only savers, but also other groups of people and a society as a whole to which stability of the financial reference and comprehensible rates of growth of inflation is necessary. It is possible to measure the level of savings culture not only by growth of propensity to savings, but also as they are put in business. The financial remainder as the form of savings is an indicator of low culture, however, using it the level of culture can be characterized. If the growth of household financial resources indicates a decline in culture, then reducing it and increasing financial investment in the case, on the contrary, shows an increase in culture. The culture of savings is a regulator of savings activity. Growth or decline in people's savings significantly affects the movement of investment flows, the growth of which, as is known, is a factor in the dynamic development of the economy.

Conclusions

The economic culture is a category which has economic, social, pedagogical and psychological aspects, has intermediate character, moreover is a part of the general culture, and represents the relations between people, assuming observance of norms and behavior rules.

In a multy-vector structure of culture the economic culture as the economy is the main sphere of human activity dominates. The economic culture is an economic behavior of all subjects of the economy, objectively defined by the necessity following from laws and rules of economy. Culture is a subjective perception of the objective. Objective - this is a real economic relationship that exists against the will and desire of people. But people can learn their laws and secrets and consciously operate for the sake of their own interests.

Economic relations are an object of culture, and a person is its subject, that is, a carrier, and therefore each in its own way recognizes the objective and builds its actions on them.

By virtue of this there is various a level of culture of separate people, groups of people and a society as a whole. Due to the continuity of the economy, the presence in it of common principles, regardless of the nature of the economic system, determines the commonality of economic culture. Because it is a product of historical development, it has common and mental features that are expressed in cultural traditions, transmitted from generation to generation, but modernized under the influence of economic systems.

National-specific in culture as a mentality, always exists, but within a common culture.

The economic culture is a competence of the person of acceptance of economic decisions and their realisation in practice for the purpose of achievement of economic interests. Such ability is formed by supervision over actions of other people, perception and use of another's experience. But this way is long; it takes a lot of time and involves great costs. An effective way to achieve a high culture involves combining the accumulated experience with deep economic knowledge. Knowledge forms rational thinking and practical actions.

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INTERNATIONAL COOPERATION AND MANAGEMENT IN GLOBAL ENVIRONMENT AND SUSTAINABLE DEVELOPMENT

Andrzej Mirski

PhD, University of Science and Technology in Krakow, e-mail: artmir@o2.pl, Poland

Andrii Shaikan

Prof. DSc, Kryvyi Rih Economic Institute of Kyiv National Economic University named after Vadym Hetman, e-mail: director@kneu.edu.ua, orcid.org/0000-0002-4088-6518, Ukraine

Abraham Kome

Dr, John Pall II International University of Bafang,
e-mail: k_abra2006@yahoo.fr, orcid.org/0000-0001-7326-227X, Cameroon

Abstract. Environmental management can no longer only be of local importance, as globalization processes have also embraced this area. The author distinguished and discussed six aspects of ecological globalization: proximity, interdependence, awareness, attitudes and responsibility, and interaction.

Keywords: Globalization, Ecological globalization, proximity, interdependence, awareness, attitudes and responsibility, interaction, management, sustainable development.

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Introduction

Globalization is the action or procedure of international integration arising from the interchange of world views, products, ideas, and other aspects of culture (Albrow, King, 1990). It is a process in which geographical barriers are lost, while at the same time increasing awareness in societies. Globalization in an objective sense means the real processes of disappearing geographical barriers on the globe in various ways: economic, cultural, social, legal, ecological, etc. On the other hand, globalization in the subjective sense (psychological) means the growing awareness of these processes in people. The concept of globalization derives its etymology from the Latin word "globe", hence Webster's dictionary defines the adjective "global" as covering the whole world (Skorupka, Auderska, Łempicka, 1969). Our planet is now defined as a "global village," in which the distances between states disappear. Because these economic barriers refer to different phenomena, the very concept of globalization is interdisciplinary. Globalization refers to different areas. In economic terms, globalization leads to the integration of economies and economic processes in different countries of the world. Globalization in the socio-cultural dimension is the spread of mass cultural patterns, which is often referred to as americanization (Sztompka, 2005). Political globalization means the transfer of decision-making burden from individual states and their ad hoc co-operation to a level of close international co-operation, with the participation of corporations and non-governmental organizations (Zachara, 2012) in addition to states, increasingly fulfilling the functions of state institutions (Załęski, 2005). The concept of globalization also plays a very important role in modern management science. Stoner, Freeman and Gilbert understand globalization as an organization's understanding that business must take into account a global rather than a local point of view (Stoner, Freeman, Gilbert,

1198). The process of internationalization of enterprises, and the activity of enterprises abroad, is also rapidly taking place (Oczkowska, 2007).

Ecological globalization

Ecological globalization is a process in which geographic barriers between individual countries disappear and the processes of interdependence and cooperation in the field of ecology are increasing, accompanied by awareness of people and organizations. The author discusses the six most important aspects of ecological globalization: 1. proximity, 2. interdependence, 3. co-operation, 4. awareness, 5. attitudes and 6. responsibility.

Ad. 1. The proximity of ecological processes is chiefly responsible for the rapid development of technology, industrialization and urbanization. Formerly, with low density of inhabitants of the Earth, individual countries were practically independent in terms of their impact on the environment. At present, however, large industrial centers or agglomerations (such as Beijing and New Delhi) produce such large quantities of industrial and municipal dust that, with global air circulation, they also reach other countries. Greenhouse gas production in individual countries also results in global warming. So the ecological borders between different countries and regions disappear.

Ad. 2. Ecological interdependence is a consequence of growing progressive global economic interrelations. The best example of this is the so-called transfer of "dirty technologies" consisting in moving production to regions of the lower ecological standards, to minimize production costs. Used electronic devices in rich countries get disposed of as waste to distant poor countries, where their technologically obsolete disposal, based primarily on firing, causes extremely dangerous environmental pollution. Cultural interdependence is also significant, and in particular the adoption of densely populated and poor countries of the world in the world of cultural patterns of consumption characteristic of developed and rich countries. If every Chinese or Indian family wants to own a few cars and consume as much meat and energy as an average American family, these countries will start producing huge amounts of agricultural, industrial and transportation gases, with bad consequences for the global ecological environment

Ad. 3. Global co-operation is another manifestation of the globalization called also environmental governance. It is the sum of organizations, policy instruments, financing mechanisms, rules, procedures and norms that regulate the processes of global environmental protection. The efficacy of global environmental governance will ultimately depend on implementation at global and domestic levels. National implementation is the ultimate key, both to the efficacy of the GEG system and to meaningful environmental improvements. Since environmental issues entered the international agenda in the early 1970s, global environmental politics and policies have been developing rapidly.

Ad. 4. Global ecological awareness means understanding that the boundaries that once separated different niches and ecological areas ceased to exist, that the world is becoming one "ecological village," and that decisions made in economic and political organizations and even in consumer homes now Global reach, not just local.

Ad. 5. Global ecological attitude means that the approach towards globalization must take into account the ecological factor. Naive enthusiasm for globalization may overlook the ecological threats that can be associated with it, the transfer of "dirty technology", the removal of harmful waste or electronic waste, the consequences of large migration movements, etc. Anti-globalization is even more dangerous because it is tempting to confine

itself to the problem of one's own state, no matter the other, while globalization processes, including ecological globalization, are real, inevitable and growing. The most appropriate attitude is critical globalization, aware of the inevitability of globalization processes, while trying to give it a protective shape for world ecology. Such an attitude can be called "ecological alterglobalism".

Ad.6. Finally, global ecological responsibility is very important. The author proposes to divide it into material, technological, legal, political and cultural.

Material responsibility, both at the organization and consumer level, is the simplest and most basic - do not dirty, do not smoke, do not waste, do not pollute the environment, do not waste energy, reduce greenhouse gas emissions, because the consequences of these activities are now global.

Technological responsibility is related to the design and operation of equipment, friendly to the environment. This applies mainly to organizations, managers, academics and technical staff, but also to consumers, such as whether to buy a diesel or electric car.

Political and legal responsibility is related to the establishment of national and international laws and regulations aimed at environmental protection. This responsibility lies primarily with politicians, councilors, deputies, members of governments and international organizations. But it is also the responsibility of all citizens to vote for those parties, organizations and politicians who present programs and projects for environmental protection, whether regional, national or international.

Finally, especially important, often neglected, cultural responsibility. This is primarily about creating, promoting and disseminating patterns of cultural behavior and patterns of consumption that are environmentally friendly and environmentally friendly.

Global Environmental Management

Global environmental governance is another manifestation of the globalization of co-operation. This cooperation takes place internationally. Global environmental management is not run by one organization, there is not one global ministry of the environment. But central management within a single organization or company is not the only form of management. Griffin's classic definition of organization management is that management is a set of activities (planning, organizing, motivating, controlling) directed at the resources of the organization (human, financial, material, information) used to achieve organizational goals (Stoner, Freeman, Gilbert, 1198). But in the case of state management or local government, this set of actions is directed at the resources of the state (or territorial unit) and is used with the intention of achieving that state (or territorial unit). Moreover, the government is by no means the only organization managing the state, there are many (eg Parliament, Prosecutor's Office, Constitutional Court and many others). These organizations are jointly undertaking actions directed at state resources to achieve specific objectives, based on a democratic system at the will of the people. The essence of all forms of management is planning, organizing, guiding and controlling, directed at specific resources to achieve specific objectives. Such broadly understood management can be carried out by many different organizations and bodies cooperating with each other. Similarly, in the case of environmental management, using, protecting and shaping the environment, in production processes and during non-productive activity of society and individuals (Oczkowska, 2007).

At the global scale sustainability and environmental management involves managing the oceans, freshwater systems, land and atmosphere, according to sustainability

principles (Buchenrieder, Göltenboth, 2003). Land use change is fundamental to the operations of the biosphere because alterations in the relative proportions of land dedicated to urbanisation, agriculture, forest, woodland, grassland and pasture have a marked effect on the global water, carbon and nitrogen biogeochemical cycles. Management of the Earth's atmosphere involves assessment of all aspects of the carbon cycle to identify opportunities to address human-induced climate change and this has become a major focus of scientific research because of the potential catastrophic effects on biodiversity and human communities. Ocean circulation patterns have a strong influence on climate and weather and, in turn, the food supply of both humans and other organisms.

Environmental management is primarily directed at environmental resources and is implemented to protect the environment. The resources to which this management is directed can be subdivided into those that are environmental resources (the purpose is to reproduce, cultivate, regulate, reconstruct, or enrich resources), and material resources (physical, technological, social Financial, legal and informative) that can be collected and used for the purpose of environmental protection.

In the case of global environmental management, the management entity is the entire planet Earth and its resources, with the goal of preserving and developing its environment. It is worth mentioning here that broadly understood environmental management does not refer only to the natural environment but also to the social and cultural environment. Global environmental governance also includes the care of the Earth's cultural heritage (preservation and conservation of monuments, works of art, regional customs and traditions, languages, etc.) and the provision of decent social and material conditions in various areas of the planet. Poverty, excessive social inequalities or violations of human rights or dignity).

Thus the most important overall goal of global environmental governance is to achieve global sustainability. It should be noted that in global environmental management it is necessary to strive for certain compromises and optimizations between natural, cultural and social resources. In order to eradicate poverty, malnutrition, unemployment and provide the people of the world with decent material, social and cultural conditions, further economic growth is needed, thus further industrial development and intensification of agriculture. However, the point is that this development is not at the expense of the natural environment, and this can only be achieved through the high innovativeness of the global economy.

Global environmental management is collective (synergetic). It is characterized by complexity, diversity and institutionalization. The nature of initiating in this management process is played by the International Conferences, enacting binding programs, conventions, laws and agendas, while the executive character has various international institutions. This management also involves local (national) players by implementing internationally agreed principles, resolutions and actions. On the other hand, companies are increasingly influencing the global environment.

International Conferences and Conventions on Global Environmental Management

International Conferences focused primarily on air protection, water conservation, hazardous waste control, environmental impacts, biodiversity and sustainable development.

International air protection was initiated in 1979. The First World Conference on Climate Change in Geneva, which created the World Climate Program, established the World Meteorological Organization and adopted the first legally binding international instrument for reducing harmful emissions. This topic was further developed by the Helsinki Protocol on the

reduction of sulfur emissions, which entered into force in 1987, the Sofia Protocol on Nitrogen Emission (1991) and the Aarhus Protocols, on the volatile organic compounds and heavy metals in the air. Particularly important were the arrangements for the protection of the ozone layer, primarily the Montreal Protocol on Substances that Deplete the Ozone Layer, signed by the parties under the Vienna Convention on the Protection of the Ozone Layer (entered into force in 1985).

In the area of international water protection in 1992, the Water Convention was adopted in Bonn to prevent and reduce surface water and groundwater pollution, protect cross-border water flows and international lakes and seas and set common flood protection requirements. Its continuation is the protocol that has been in force since 2005 for the provision of clean drinking water to all communities and to providing them with satisfactory access to sanitary facilities. In 2007, the Conference of the Parties to the Protocol adopted resolutions concerning the mechanisms coordinating these actions (Poskrobko, 1998). With regard to the control of hazardous waste and in particular the control of their transboundary movement and use, the Basel Convention was adopted in 1998 (came into force in 2002). An appropriate protocol was also adopted, defining compensation for damage to the environment and the health of the inhabitants of the affected countries. A very important moment in initiating international environmental governance was the World Summit of the United Nations "Summit of the Earth" in Rio de Janeiro in 1992. This conference has adopted the Framework Convention on Climate Change, the Biodiversity Conventions and the Agenda 21. Despite many subsequent initiatives and agreements, this conference continues to underpin global environmental governance (Möller, 2013).

The Biodiversity Convention entered into force on December 22, 1993 and its signatories are more than 196 countries around the world. The basic objectives of the Convention are the maintenance of biodiversity, the sustainable use of their components, and the fair sharing of the benefits of genetic resources. The concept of biodiversity adopted by the Convention covers the diversity of ecosystems, the diversity of species and the genetic diversity within species. The basic objectives of the Convention are the maintenance of biodiversity, the sustainable use of their components, and the fair sharing of the benefits of genetic resources (Möller, 2013).

The most important institutions involved in global environmental management

At present, the most important international organization that coordinates global environmental governance through its numerous programs and institutions is the United Nations. Its important environmental program is UNEP (United Nations Environment Program), based in Nairobi, coordinating international activities undertaken by governments, businesses and non-governmental organizations in the field of environmental protection and sustainable development, and organizers of annual environmental ministers from different countries around the world. United Nations Environment Program has overall responsibility for environmental problems among United Nations agencies but talks on addressing global warming are overseen by the Bonn-based Secretariat of the United Nations Framework Convention on Climate Change. Its activities cover a wide range of issues regarding the atmosphere, marine and terrestrial ecosystems, environmental governance and green economy.

The United Nations Developmental Program (UNDP) is a development program established in New York in 1965 to support the technological and financial cooperation of UN

member states. UNDP is funded entirely by voluntary contributions from member nations. The organization operates in 177 countries, where it works with local governments to meet development challenges and develop local capacity. UNDP works with nations on their own solutions to global and national development challenges.

UNCED (United Nations Conference on Environment and Development) organizes conferences on the environment and development.

The United Nations Commission on Sustainable Development (UNSCD), which is dedicated to promoting sustainable development, is another important UN commission dedicated to international environmental governance.

The broadly understood human environment encompasses not only nature but also culture, education and social development, so the important UN commission in this regard is the United Nations Educational, Scientific and Cultural Organization (UNESCO), based in Paris. Important international initiatives include the International Convention on the World Cultural Heritage and the World Biological Network "Man and Biosphere Program".

The World Bank, based in Washington, DC, was created in 1944 as a special UN organization, initially to assist Member States in rebuilding after war damage with specialized loans. At present, the World Bank's most important goal is to support economies, especially developing countries, by finalizing and advising. Two institutions of the World Bank play a particularly important role: IBRD (International Bank for Reconstruction and Development) and IDA (International Development Association). In support of environmental activities, the World Bank together with UNEP and UNDP established the Global Environment Facility (GEF) in 1991. It especially supports international activities that have a positive impact on the environment. The World Bank publishes important annual reports, such as WDR (World Development Report) and GEP (Global Economic Prospects). The World Bank also participates in financing and financing clean energy investments. In 2007, the World Bank launched the Clean Energy and Development Investment Framework (CEIF) to support sustainable development strategies.

Other important international organizations included in the process of global environmental governance include the Organization for Economic Co-operation and Development (OECD), which aims to support economic development once again by improving the choice of Member States and other developing countries. The OECD operates within the International Energy Agency. Other important organizations in this area include the World Economic Forum, the World Social Forum, the World Union for Conservation, the World Water Council and the World Water Forum.

Many non-governmental organizations have also become involved in the process of global environmental governance. Although they do not themselves constitute international agreements, their influence is very significant, especially in terms of lobbying, important campaigns, licensing of recognized licenses and certification.

An example is Greenpeace, which works to protect the environment around the world. The organization has offices in 55 countries, including Poland.

WWF's World Wide Fund for Nature mission is to halt the degradation of the Earth's natural environment and to create a future where people will live in harmony with nature. Together with IUCN and UNEP, WWF has created a Global Strategy for Nature Conservation, which has provided the basis for a comprehensive look at environmental protection and the sustainable use of our planet's natural resources.

Earth Friends, FoEI (Friends of the Earth International) is a federation of independent ecological organizations, bringing together around 1.5 million members and supporters in 70

countries, working for local and global sustainable development. In Poland, FoEI is a Polish Ecological Club.

Sustainable development

Sustainable development is the organizing principle for meeting human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depends. The desirable end result is a state of society where living conditions and resource use continue to meet human needs without undermining the integrity and stability of the natural systems.

As the concept developed, it has shifted to focus more on economic development, social development and environmental protection for future generations. It has been suggested that "the term 'sustainability' should be viewed as humanity's target goal of human-ecosystem equilibrium (homeostasis), while 'sustainable development' refers to the holistic approach and temporal processes that lead us to the end point of sustainability" (Shaker, 2015).

Global sustainable development can be achieved through:

1. Coordinate sustainable development around the world by leading organizations and international organizations
2. Coordination of sustainable development at the level of the states of regions and local governments, the creation of appropriate local environmental law and the relevant control institutions
3. Sustainable development at the enterprise level
4. Participation in sustainable development at the individual level through appropriate patterns of consumption and awareness, attitudes and ecological responsibility.

At enterprise level, sustainable development is implemented in an ecological aspect by pursuing an integrated ecological product and process policy by monitoring environmental impacts throughout the entire production cycle, from raw materials extraction, transport, utilization, disposal and recycling. So many companies are involved in this activity, each of which is implementing its environmental policy at its own pace. An important concept that should be considered at the enterprise level is "eco-efficiency" It was introduced by the World Business Council for Sustainable Development (as an indicator of the economic value added by a firm in relation to its aggregated ecological impact. This idea has been popularised by the WBCSD under the following definition: "Eco-efficiency is achieved by the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity throughout the life-cycle to a level at least in line with the earth's carrying capacity" (De Simone, Popoff, 1997). Other, importantly related to this concept is the "sustainability performance", which is to determine the strategic development goals of an enterprise, taking into account the differentiated development principles and the extent to which they should be achieved in the business operations of an enterprise.

Conclusions

Nowadays, environmental management can no longer only be of local importance, as globalization processes have also embraced this area. The author distinguished and discussed six aspects of ecological globalization: proximity, interdependence, awareness, attitudes and

responsibility, and interaction. Cooperation in the field of ecological globalization takes place in the process of global environmental management. It is coordinated through international conferences and institutions that provide relevant environmental resolutions and ordinances. They in turn affect the country-specific environmental laws and control institutions. Companies in turn must comply with relevant environmental regulations. However, the share of enterprises is not passive, however, by subordinating to certain environmental laws. Thanks to the technological processes of innovation and their implementation, they take an active part in influencing the environment in a global sense and thus also affect global sustainability. Since environmental protection and sustainable development are now an extremely important social and human resource, corporate environmental initiatives and innovations can be supported both locally (local and state) and by international organizations and programs.

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INNOVATION APPROACHES OF SOCIAL RISK'S ESTIMATION AND FORMATION OF SOCIAL INSURANCE FUNDS

Maryna Sadovenko

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economics University
named after Vadym Hetman,

e-mail: sadovenko_mm@kneu.dp.ua, orcid.org/0000-0002-3599-8339, Ukraine

José Manuel Macedo Botelho

Prof. PhD, University of Évora,

e-mail: jmmbinternationalization@gmail.com, orcid.org/0000-0002-4001-6563, Portugal

Abstract. The main aspects of the social insurance are defined in the article, the author variant of the “social insurance” definition’s interpretation is revealed and the type aspect of the social insurance’s functions is expanded, the innovation variant of the social risk’s estimation is presented. The multiplication five-factors estimation model of the state social insurance funds’ general state is offered.

Keywords: social insurance, innovation segment, criteria of estimation, social risk, social risk’s area, insurance deposits, insurance payments, multiplication model.

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Introduction

Ukrainian society needs root changes in the system of social insurance. It’s connected with the fact that the well-regulated system of the state social insurance influences positively both the development of the country’s economy and the level of the people social protection. At present there is a contradiction in Ukraine between the necessity of conducting the rigid social-economic policy, due to the existing problems, and the needs in provision the necessary social protection for the population.

At the same time, the problem of the acting social insurance’s estimation appears, resulting from the changeable environment of the economic sector’s functioning in the country. It becomes clear that with the change of the social-economic environment in the country, each of its elements requires more innovation approaches at the different stages of studying.

Thus, the estimation system’s modernization of the state social insurance system should become one of the prior directions, giving, in its turn, an opportunity to move more closely to the decision-taking. It’s worth putting the innovation regulator, which would be based on the integral criterion of estimation, into the basis of the researches. We deal with the improvement of the theoretical-methodological fundamentals of the state social insurance’s estimation due to the adaptation of the innovation criterion. The grounding of the mentioned offer lies, from one side, in the modernization of the approaches to the estimation of the state social insurance and, from the other side, it’s worth presenting the set of instruments to the users, which would create the additional, more qualitative information flow in order to take the decisions, corresponding to the modern challenges of the society. Taking into account all the mentioned arguments, we consider the innovation modernization’s problem of the approaches to the estimation of the state social insurance to be actual enough.

Scientific and applied problems of the social insurance's theoretical-methodological principles

Scientific and applied problems of the social insurance's theoretical-methodological principles are constantly in the center of the leading experts' attention, including, among others, V.A. Skurativskiy, V.P. Troschynskiy, P.K. Sytnik (2012), V.O. Bezugla, D.M. Zagirnyak, L.P. Shapoval (Bezughla, Zaghirnjak, Shapoval, 2011), O.O. Kochemyrovska and O.M. Pyschulina (2012), V.D. Roik (2014), A. P. Arkhipov (2014), S.O. Kropelnytska and T.V. Solodzhuk (2013), M.I. Malyovanyi and P.K. Bechko (2012), T.M. Zavora (2016). In spite of the presence of the solid researches on these problems, many problems were accumulated in the theoretical and practical areas of the social sphere's functioning

The estimation peculiarities of the social insurance's separate aspects in the context of decision-taking, under conditions of the management market levels' adaptation are investigated incompletely. Particularly, the innovation approaches to the estimation cycle of the state social insurance's funds are not grounded enough, the complex investigations of the separate aspects of the state social insurance funds' reforming are practically absent, except the existing legislative initiatives, having the slowing down form of introduction in most cases.

It becomes clear that the essential changes in the social-economic processes of the society development in Ukraine, the absence of the stabilization platform of the state social insurance funds' formation and use requires the generalization and systematization of the theoretical and methodological principles, especially from the estimation position of the existing social insurance system's correspondence to the real state of the country's population vitality, with the purpose of gaining new results of the investigation, which may be used in the modern managerial cycle.

The main aim of the work is the elaboration of the social risk's estimation methods and the formation of the social insurance funds, taking into account the innovation regulators.

The social insurance in Ukraine needs the root changes that should be based on the existing scientific elaborations and innovation regulators. As a rule, the social insurance is examined as a form of the population's social protection. In most cases the social insurance is based on the system of measures, dealing with the material provision and social service in the old age, in case of the incomplete or complete loss of the ability to work, the loss of the breadwinner, unemployment and the other cases, being foreseen by the legislation.

At the present time, the social insurance in Ukraine is at the stage of its formation and development, the searches of its funds' optimal structure and main functions are going on. From the classical position, the social insurance is called to perform such functions as: protecting, compensating, reproductive, redistributive and stabilizing ones.

However, the existing economic challenges in the country point out the necessity of the social insurance functions' widening due to the adaptation of such functions as scientific character and innovativeness. Their introduction does give an opportunity to form a more powerful platform for the reforms' conducting. Due to this, we offer the following content richness of the recommended functions:

1. Scientific character – the use of the scientific methods and ways at the formation and the purpose use of the general-obligatory state social insurance's means.

2. Innovativeness – the realization of the set of measures, dealing with the adaptation of the innovation regulators in the system of the social insurance.

The analysis of scientific investigations has given an opportunity to define the social insurance as the national system with the juridical basis, regulating the social protection of the society individuals and basing on the distinctly drawn structure of the accumulated funds. To our mind, such an interpretation of the “social insurance” definition has several advantages:

- the interconnection between the state and its role aspect in the society individuals’ vitality is revealed;
- the attention is paid to the adaptation mechanism of the social insurance in a society through the accumulation funds;
- the legal aspect of the society individuals to receive the social protection from the country is lighted up.

The peculiarity of the modern social insurance is the reduction of the social risk till minimum. V.O. Bezugla, D.M. Zagirnyak and L.P. Shapoval (Bezughla, Zaghirnjak, Shapoval, 2011: 9). offer to understand the “social risk” category as the probability of the material state’s worsening in result of the incomplete or complete loss of wages or labor profit due to the objective socially essential reasons and also due to the additional care expenditures on children and other members of the family, requiring assistance, on satisfaction of needs in medical and social services”.

The problem of the social risk is marked by the actualization in such a way as the country’s state is marked by the reduction of management efficiency and high inflation, production recession under conditions of the acting economic instability and, as a result, the essential reduction of the real wages, pensions occurs.

The methodological component is practically absent in the estimation system of the social risk’s level. We consider it’s necessary to use the method of the risk’s quantitative estimation. It will give the experts an opportunity to investigate more deeply not only the probability level of the material state’s worsening of the society’s individuals, but first of all, an opportunity to forecast the content of measures on losses reduction from the situation, which really will appear in result of the existing economic challenges in the country. In the presented case, it is offered to use such an algorithm as:

$$D \text{ (s.r.) ec.in.} = E \text{ (s.c.) ec.in.} \times P \text{ (s.c.) ec.in.}, \quad (1)$$

D (s.r.) ec.in. – the social risk’s degree under conditions of economic instability;

E (s.c.) ec.in. – expectable social costs under conditions of economic instability;

P (s.c.) ec.in. – the probability of social costs under conditions of economic instability.

The efficiency of the presented criterion is worth adapting at the same time with the definition of the social risk’s areas. Thus, it’s suggested to introduce such an indicator as the general fund of the state social insurance (FS (s.ins.)).

Using the table method of the data generalization, let’s characterize the areas of the social risk (table 1).

Taking into consideration the rules of the risk’s estimation, it’s also necessary to set the empirical scale for the social risk too. In the opinion of L.I. Donets (Donecj, 2006: 54) and N.I. Mashyna (Mashyna, 2003: 61), in order to define the risk’s area and its level, it’s advisable to use the empirical scale. However, the estimation of the risk’s size according to the empirical scale, to L.I. Donets’ mind, is conventional enough, because at the risk’s estimation, a great role is played not only by the probability, with which the loss may be

present, but the very size of the loss itself. In our case, it is advisable to involve the following empirical scale for the definition of the social risk’s area and its level (table 2).

Table 1

Recommendation Aspect of the Social Risk’s Areas Definition **

Social Risk’s Area	Content Characteristics of Risk’s Event *
Riskless Zone of Social Risk	Means of the State Social Insurance’s General Fund cover fully the needs of the society individuals’ social protection.
Normal Social Risk’s Area	Is characterized by the level of expectation of social costs that does not exceed the level of the general fund of state social insurance: $[E_{(s.c.)} < (FS_{(s.ins.)})]$
High Social Risk’s Area	Is characterized by the level of expectation of social costs, which exceeds the actual level of the general fund of state social insurance, but it is smaller than its planned amount: $[FS_{(s.ins.)\ plan.} > E_{(s.c.)} > FS_{(s.ins.)\ fact.}]$
Maximum Social Risk’s Area	The possible level quantity of the expectable social costs will exceed the size of the state social insurance’s general fund, but will be less than the expectable quantity of the Ukraine state budget’s expenditures on human capital: $[Exp_{(s.b.)\ h.c.} > E_{(s.c.)} > FS_{(s.ins.)}]$
Critical Social Risk’s Area	The level of the expectable social losses achieves the quantity of the Ukraine state budget’s expenditures on human capital, i.e. the social crisis is coming: $[E_{(s.c.)} > Exp_{(s.b.)\ h.c.}]$

Note: * - $E_{(s.c.)}$ – expectable social costs; $FS_{(s.ins.)\ plan.}$ –planned level of the general fund of state social insurance; $FS_{(s.ins.)\ fact.}$ - actual level of the general fund of state social insurance; $Exp_{(s.b.)\ h.c.}$ – expenditures of the Ukraine state budget on the human development.

** - the author’s propositions.

Table 2

Empirical Scale of the Social Risk’s Probability *

Undesirable Result’s Probability of Social Risk	Social Risk’s Areas	Names of the Social Risk’s Gradations
0 - 25%	normal	Small social risk
25% - 50%	high	Average social risk
50% - 75%	maximum	Maximum social risk
75% - 100%	critical	Catastrophic social risk

Note: * - the author’s proposition

Such an approach will give an opportunity to foresee the necessity of the taken decision, dealing with the adaptation of measures on the social risk’s avoidance. Besides, the experts will receive the additional instruments for the estimation of the state social insurance’s different aspects.

A problem of the integral criterion’s absence also appears from the position of the insurance activity’s estimation methods of the general-obligatory state social insurance’s funds. However, the role aspect of the mentioned estimation is high enough. It’s connected

with the fact that the insurance activity’s relative indicators of the general-obligatory state social insurance’s funds lie in the basis of: the separate articles’ comparison of profits (expenditures) and the budget indicators in the whole; the study of the profits’ (expenditures’) structure; insurance payments; the budgets’ plan fulfillment analysis of the general-obligatory state social insurance’s funds; measuring of the time changes’ in the cut of the regional departments and in the whole throughout Ukraine, according to the types of the social insurance. If you apply to the insurance activity’s estimation criteria package of the general-obligatory state social insurance’s funds on the basis of the relative indicators, than you may ascertain the fact that it’s advisable to introduce an innovation regulator in the cut of the integral criterion. The following indicators are selected with this purpose (table 3).

Table 3

Algorithm Definition of Insurance Activity Indicators of the General-Obligatory State Social Insurance’s Funds

Definition Algorithm of Estimation Indicators	Estimation Indicators Characteristics of the General-Obligatory State Social Insurance’s Funds
$C1 = \frac{\text{Insurance Payments Ins (paym)}}{\text{Insurance Deposits Ins (depos)}}$	Payments’ Coefficient of the Insurance Compensation in the Calculation to 1 Hryvna of the Insurance Deposits
$C2 = \frac{\text{Profits of Social Insurance’s Funds Pr (s.ins)}}{\text{Insurance Payments Ins (paym)}}$	Profits’ Level Coefficient of the Social Insurance’s Fund in the Calculation to 1 Hryvna of Expenditures in the Whole and for Different Types of Insurance
$C3 = \frac{\text{Insurance Payments Ins (paym)}}{\text{Reserve Fund R (f)}}$	The Coefficient Defines the Level of the Insurance Payments in the Calculation to Every Hryvna of the Reserve Fund
$C4 = \frac{\text{Insurance Deposits Ins (depos)}}{\text{Insurance Payments Ins (paym)}}$	The Coefficient of the Insurance Deposits’ Level in the Calculation to 1 Hryvna of the Insurance Payments
$\text{Cr. Innov.} = \frac{\text{Payments from Different Types of Insurance (ins types)}}{\text{Profits of Social Insurance Fund Prof (s.ins)}}$	The Innovation Criterion of the Expenditures’ Level Definition in the Calculation to Every Hryvna of the Reserve Fund

To our mind, the experts should involve the five-factors multiplication model of the general- state social insurance funds’ condition estimation. The multiplication model may have the following type:

$$SF (s.ins) = \frac{\text{Ins (paym)}}{\text{Ins (depos)}} \times \frac{\text{Prof (s.ins)}}{\text{Ins (paym)}} \times \frac{\text{Ins (paym)}}{R (f)} \times \frac{\text{Ins (depos)}}{\text{Ins (paym)}} \times \frac{\text{Paym (ins types)}}{\text{Prof (s.ins)}} \times \frac{\text{Paym (ins types)}}{R (f)}, \quad (2)$$

where $SF_{(s.ins)}$ – general condition of the general-obligatory state social insurance’s funds.

The suggested innovation regulator will guarantee the accumulation of more qualitative information flow, dealing with the general condition of the general-obligatory state social insurance’s funds and in result, an opportunity of more realistic managerial decisions-taking will appear.

Conclusions and suggestions

Generalizing the above mentioned material, you may come to several conclusions. Firstly, the methodological estimation base of the events, occurring in the modern system of the social insurance, requires the deeper studying and adaptation of the innovation criteria. Secondly, the key aspect of the estimation methods is the social risk, which should be defined, taking into account the classical approaches to the risks' estimation, but should be based on the specific content richness of the selected criteria. Thirdly, the estimation's method efficiency of the social risk is worth being supported by the involvement of the offered empirical scale of the social risk's probability. Fourthly, at the general condition's definition of the general-obligatory state social insurance's funds it is suggested to use the five-factors multiplication model, which takes into consideration not only the classical criteria of estimation, but the innovation regulator, which guarantees the definition of the expenditures level in the calculation to 1 hryvna of the reserved fund. The qualitative content analysis' role of the criterion itself is intensified on this base.

It is suggested to include the following to the composition of the main tasks, dealing with the social insurance's condition improvement: to achieve the maximum interconnection of the valid legislation in the sphere of social insurance with the present budgetary legislation; the rational means use of the general-obligatory state social insurance's funds; the effective mechanisms' introduction of the population social protection level's increase; the complex of measures, aimed at the minimization of the social risk; the adaptation of the existing innovation approaches to the reforming system of social insurance in Ukraine.

The direction of the following investigations should be the applied aspect of the suggested methods of the social risk's estimation and the general condition of the general-obligatory social insurance's funds.

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STRATEGIC PRIORITIES OF UKRAINE'S INVESTMENT AND INNOVATION DEVELOPMENT IN MODERN INTERNATIONAL ECONOMIC ENVIRONMENT

Yaroslav Izmaylov

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economic University
named after Vadym Hetman,

e-mail: izmaylov_yo@kneu.dp.ua, orcid.org/0000-0003-4853-205X, Ukraine

Daina Znotina

PhD, Rezekne Academy of Technologies,

e-mail: daina.znotina@rta.lv, orcid.org/0000-0002-9028-7628, Latvia

Hanna Puriy

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economic University
named after Vadym Hetman,

e-mail: puriy_av@kneu.dp.ua, orcid.org/0000-0003-4226-4445, Ukraine

Abstract. The research generalizes the approaches towards a country's investment and innovation development in the modern international economic environment. It analyzes the dynamics of the investment and innovation changes in Ukraine and determines the place of the country in the world rating of poor economic positions. Some basic problems of the investment and innovation development of Ukraine's economy in international economic conditions are highlighted. An algorithm of preparing, making and realizing investment and innovation decisions at Ukraine's enterprises is developed considering the system impact of factors on the development of national and foreign business entities. The authors define and substantiate some strategic priorities and suggest a strategy of Ukraine's investment and innovation development under globalization conditions.

Keywords: strategy, investment and innovation development, globalization

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Introduction

In the globalized world, humanity has to make unanimous decisions as to future co-existence, survival and determination of new development vectors. The search for radically new forms of economic life aimed at production intellectualization, new approaches to social division and labour organization and information technology application have become a priority for the world countries.

The intellectual economy advantage is its wider opportunities for development as, unlike the material ones, intellectual and information resources have no quantitative limits.

The world economy development, internationalization of economic relations and the implementation of Ukraine's Association agreement with the EU require the transition to the investment and innovation strategy of Ukraine's economic development. The choice of this strategy for Ukraine's economy is substantiated by the success of the world economies including advanced European countries. Investments and innovations play a significant role in these countries, which is reflected in high living standards, shares and exclusive quality of their products on the world market.

Theoretical fundamentals of investment-innovative economic development in the international economic environment

According to the European Parliament and Council Regulations # 294/2008/EU with the changes (the Ukraine-EU Agreement, 2015) brought by The European Parliament and Council Regulations # 1292/2013 as for the foundation of the European Innovation and Technologies Institute which are applied to Ukraine's participation in educational and innovation societies, innovations are considered to be a process and its result by means of which new ideas meet social or economic interests and generate new products, services and models of businesses and organizations introduced onto the current markets or able to create new ones.

Considering this, the EU major investment policy directions include financing improvement, tax incentives, enhanced commercialization of investigations making the notion of innovation more precise.

According to V. M. Geyets (Geyets, 2014), the industrial policy of the investment and innovation pattern will have an export-oriented character. In due course, European export will have more opportunities to access the Ukrainian market, thus increasing the competitiveness level. Under these conditions, an import substitution effect is essential to take place. On the one hand, it is important to support those who modernize the industry. On the other hand, and it is of primary importance, one should provide for transparent conditions of competitiveness and prevent market monopolization by foreign producers. At the same time, it is necessary to give support to joint businesses on the territory of Ukraine and expand their localization.

The monograph by Hlaziev S. Y. (Hlaziev, 2010) investigates the rapid development based on the progress in science and technology and scientific data realized fully through globalization. The latter enhances the world-wide scientific and technological exchange, provides an access to new technologies, thus ironing the technological progress among various countries.

N.V. Ivanova (Ivanova, 2014) proves that a country's productive forces recovery is based on high technologies facilitating the product competitiveness on the external market.

A.V. Uhina (Uhina, 2016) substantiates the fact that innovations are a qualitative component of the economic growth and investment is its quantitative component. Innovations composing the investment component determine various directions of refinancing relevant technologies, products and services. It enables the economic system to reach a higher level.

The research works by Junfeng Zhang, C. Anthony Di Benedetto and Scott Hoening (Zhang, 2009) suggest an innovative product development strategy. Zhaleh Najafi-Tavani, Ghasem Zaefarian, Stephan C. Henneberg, Peter Naudé, Axèle Giroud and Ulf Andersson (Najafi-Tavani, 2015) analyze the research development in knowledge-intensive business services. Kuen-Hung Tsai, Yi-Chuan Liao and Teresa Tiaojung Hsu (Tsai, 2015) work out a mechanism of increasing the product innovativeness.

Having generalized the approaches to defining the notion of investment and innovation development which exist in the world and Ukrainian economic science, Y. O. Izmaylov (Izmaylov, 2014) suggests regarding it as a purposeful process of improvement by means of investments and innovations. On the micro level, it results in enterprises' efficient economic activity. On the macro level, it facilitates increase in the national economy, the development of science and technology and standards of living.

The national economy's transition towards the investment and innovation development model is based on enterprises' enhanced investment and innovation activity. Under conditions

of developing the international economic relations and clearly defined modern approaches to the investment policy in the course of “Europe 2020” Strategy, which considers Ukraine’s striving for the EU membership, the choice of the strategic guides of Ukraine’s investment and innovation development considering modern trends in the European and world economy has become a priority.

Problem statement. The research is aimed at determining and substantiating the strategic priorities of Ukraine’s investment and innovation development in the international economic environment.

Material presentation and results.

The strategic economic development of an enterprise, a region and a country is possible only if innovations, energy-saving technologies, new materials and new forms of economic organization are used. It is impossible to imagine up-to-date technique and technology without scientific advancements implemented. In the past, science used to be a sphere of human activity independent of other factors of social life. It has started to get interrelated to other spheres of human activity, especially, to the industry and engineering. Science has a great impact on them, yet, it cannot evolve without them.

It should be noted that modern approaches to pursuing the EU innovation policy include:

- improving the innovation environment through enhancing the innovation component of all directions of national policies and their integration;
- stimulating the market demand for innovations and applying the conception of “leading” markets implying the support of the markets favourable for innovations;
- stimulating the innovations in the public sector, overcoming the bureaucratic conservatism of the state administration;
- intensification of the regional innovation policy.

The development strategy “Europe 2020” is an innovation project itself. It introduces such innovation elements as:

- authorizing the European Commission to pursue the prevention policy as a means of the final recourse for undisciplined EU member-states;
- setting a national goal in the sphere of the EU strategic development;
- creating conditions for improving the financing of the special-purpose process and maximizing the conformity to other EU documents.

Thus, the basic factors of the EU economy enhancement include sensible, sustainable and inclusive growth taken into account in the 8th Frame Agreement “Horizon 2020”.

Considering the experience acquired by the EU in the investment and innovation sphere, in order to create the required conditions of countries’ investment potential development there are required corresponding industrial and technological structures; information systems; financial support of innovations; a sufficient level of people’s education and researchers’ training.

In the modern globalized world, even the arms race is often considered a real form and an effective factor of innovation development. It works for both a separate country and the whole world. Regarding Ukraine’s current situation, the trend of creating and producing various types of military technique and arms is able to accelerate innovations in the national economy. At the same time, to successfully realize the strategic direction of the investment and innovation development one should take into account the fact that its implementation requires the prospect of products entering the external markets. Limitation by the internal consumption, as a rule, leads to irrational cost usage and, which is worse, to macroeconomic

instability.

In case of transition to a highly technological mode of developing and forming the knowledge society, basic strategic drivers of Ukraine's economy aimed at increasing its international competitiveness include high quality human capital, science, education and hi-tech business, modern technological equipment, efficient organization of research and designing developments, an effective system of scientific data commercialization.

According to the official website of Civil Service of Statistics of Ukraine, in 1991-2015, the number of Ukrainian scientists dropped by almost four times – from 313079 to 63864 people. At the same time, the number of doctors of science doubled and that of candidates of science increased by half in the same period. The number of research organizations decreased greatly from 1344 in 1991 to 978 in 2015.

The gradual loss of Ukraine's scientific potential can negatively affect the national economy under accelerated innovation changes of the world economy.

The accumulated potential of the national science is proven by the fact that Ukrainian scientists are in great demand on the European and world markets of scientific personnel and developments. Yet, high mobility of Ukraine's personnel is provided without any assistance of the state and cannot serve its interests. Numerous Ukrainian scholars working at foreign scientific institutions are out of the country's sphere of interests.

Expert analysis data obtained during the State programme of Ukraine's scientific, technological and innovative development forecasting indicate that the national science has retained the ability of performing research and obtaining results according to the world standards in the following directions: development of new sections of mathematics (the theory of functions, functional analysis) and theoretical physics; investigations of nanostructures and development of nanotechnologies; radiophysics of the millimeter and submillimeter range; immune biotechnologies and molecular diagnostics; biotechnology of plants and biophysics; cryobiology and cryomedicine, neuroscience including neurophysiology; informatics; micro- and optoelectronics; aerospace technologies, and some other directions in physics, chemistry and biology. Ukraine has retained a powerful potential of material science, which is unprecedented, at least for Europe.

At present, if the substantiated state strategy is created and applied, Ukraine has a chance of entering the world market in the following research directions: technologies and a machine complex for welding living tissues during surgical operations; polyorganosiloxane adsorbents; Ukrainian antibiotics (cyclosporines), superhard materials and instruments, etc.

That is why, there arises an urgent need to overcome the negative trends in the Ukrainian scientific sphere by creating the state policy aimed at forming a radically new scientific and technological potential and enhancing its maximum growth to ensure the national economy transition to the innovation development mode in the international economic environment.

The dynamics of innovations at Ukraine's enterprises as a factor of enhancing the competitive advantages of Ukrainian products on the international markets is shown in Table 1.

Table 1

Innovations at Ukraine's enterprises aimed at enhancing competitive advantages of national products in 2000-2015

Indices	Years								
	2000	2008	2009	2010	2011	2012	2013	2014	2015
Proportion of enterprises introducing innovations, %	14.8	10.8	10.7	11.5	12.8	13.6	13.6	12.1	15.2
Number of new technological processes, units	1403	1647	1893	2043	2510	2188	1576	1743	1217
including low-waste, resource saving ones, units	430	680	753	479	517	554	502	447	458
Number of innovative products introduced in industry, units	15323	2446	2685	2408	3238	3403	3138	3661	3136
including new machine types, units	631	758	641	663	897	942	809	1314	966
Proportion of sold innovative products in production, %	9.4	5.9	4.8	3.8	3.8	3.3	3.3	2.5	1.4

Notes: composed by the author according to the data by the official website of Civil Service of Statistics of Ukraine

Table 1 reveals that the proportion of enterprises introducing innovations to enhance international competitive advantages of the national products on the international markets reached its maximum in 2015 (15.2%). It indicates positive trends of introducing innovations. However, the introduction of new technological processes decreased greatly. As to the introduction of innovative product types the number of units dropped from 15323 in 2000 to 3136 in 2015. At the same time, the number of new machine types increased from 631 units in 2000 to 966 units in 2015. The ratio of the sold innovative products in production output is critically low for the Ukrainian economy decreasing from 9.4% in 2000 to 1.4% in 2015. Thus, having analyzed the dynamics of introducing innovations at Ukraine's enterprises, one can conclude that innovations are often ignored by most national enterprises. Yet, they form a promising trend in the investment and innovation development of certain enterprises and of the national economy as a whole.

Dynamics of Ukraine's summarized external trade balance is shown in Fig. 1.

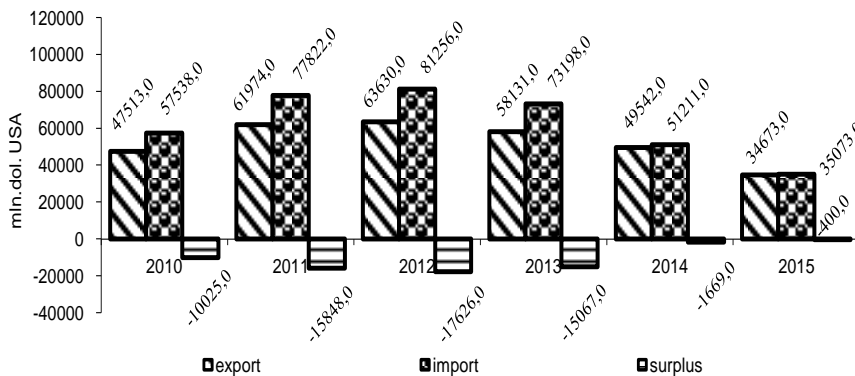


Fig. 1. Dynamics of Ukraine's summarized external trade balance

Notes: according to the data by the official website of Civil Service of Statistics of Ukraine

Fig.1 reveals that from 2010 to 2020 imports increased from \$65754.1mln до \$89774.6 mln, and from 2013 its volume began to decrease. A considerable cut of the imports of goods and services was observed in 2015 compared with 2014 (by \$16138 mln or by 31.5%), which was caused by the unstable political and military situation in the country. In spite of the positive short-term impact of the imports cut on the GDP dynamics, Ukraine will need imports to increase its international competitiveness and exports in future.

Basic problems of Ukraine's investment and innovation development under current conditions of the world economy development are systematized in Fig. 2.



Fig. 2. Basic problems of Ukraine's investment and innovation development in modern international economic environment

Notes: composed by the authors

The strategy of the investment and innovation development of the economy in the international economic environment

Investments and innovations are becoming a driving force for the national economic growth and ensuring their stable positions in the international economic relations. That is why, it is suggested that strategic priorities of Ukraine's investment and innovation development in the modern international economic environment should be distinctly determined (Fig.3).

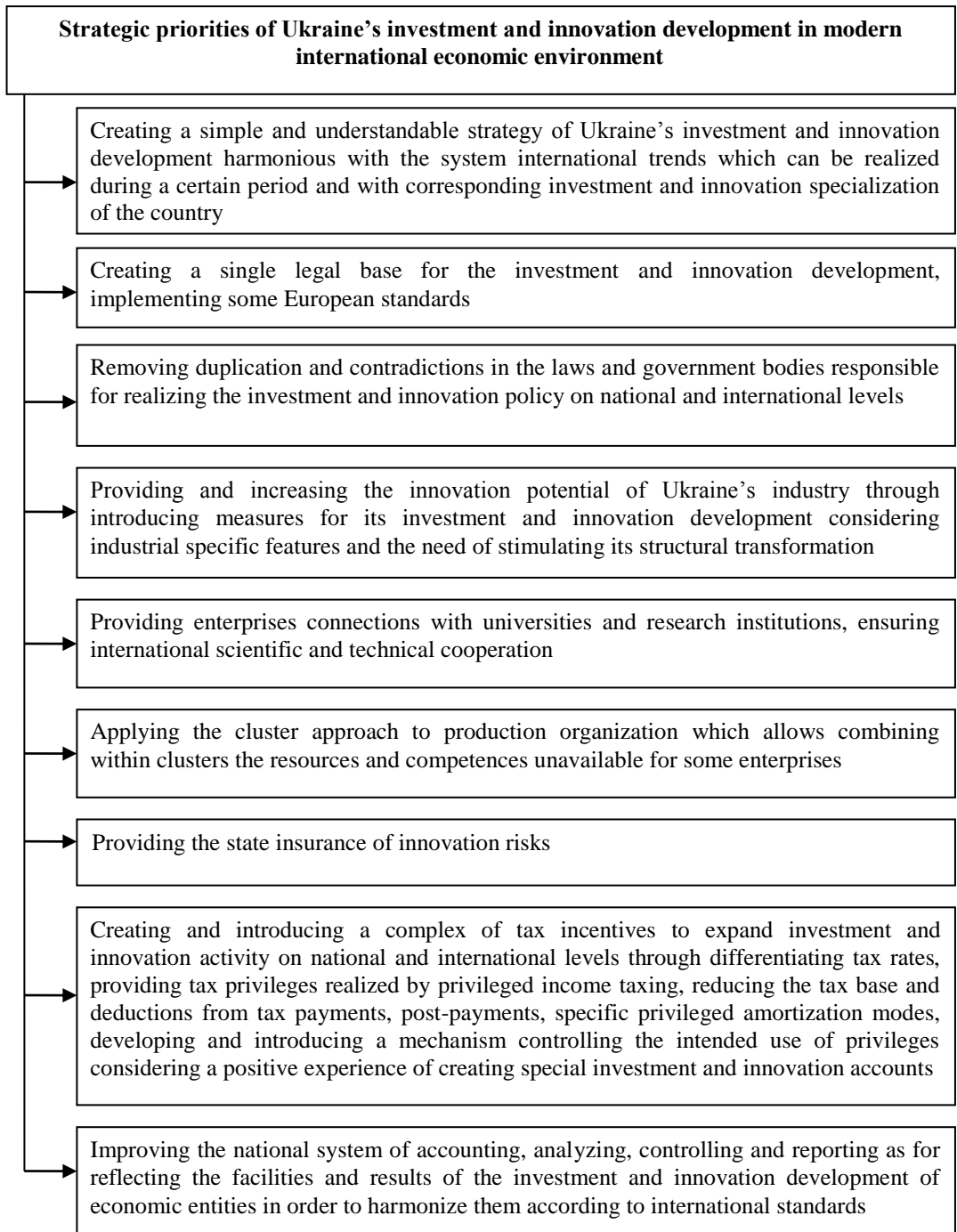


Fig. 3. Strategic priorities of Ukraine's investment and innovation development in modern international economic environment

Notes: composed by the authors

It is essential for the state's industrial policy to be directed at achieving competitive advantages on both internal and external markets which will be based on unique resources, accumulated assets and innovation achievements.

The content of the strategy for Ukraine's development and economic growth will depend on implementing institutional innovations into the economic and social life, which appeared after signing the Association agreement with the EU. Its realization will require institutional changes in the sectors of the Ukrainian economy able to use the accumulated human capital and corresponding material and financial resources. Ukraine should completely withdraw from the policy of stimulating social spendings and transfer to budget investments into the human capital, the creation and development of which are to encourage progressive changes in the economy structure, which is characteristic of the modern highly-developed world. The degree of implementing the investment and innovation model of development is a large-scale genesis and spread of investment and innovation processes in the national economy in all dimensions (state, industry, region, enterprise levels). It will result in progressive structural and technological transformations in the national economy, its high-quality and expanded reconstruction leading to the country's sustainable development. Investment and innovation processes have a system-oriented character and require the state's support (regulation) to direct them according to the strategic priorities established by the national law.

An essential strategic priority for the country's development is its enterprises' modernization on investment and innovation foundations providing additional competitive advantages on the national and international markets.

In any process, there is some consumption and transformation of resources input into the process for its support and development. The resources input into the economic process, in particular into the investment and innovation component of international entities, as potential sources for creating economic benefits can include natural resources (natural substances suitable for use in production); material resources (created by man, namely, production means necessary for industrial processes); labour resources or human personnel engaged at all stages of the process; investment and financial resources; informational and intellectual resources including various intellectual property objects (inventions, research and designing (RD) results, patents, etc.)

The mentioned resources can be input into the economic process (including the investment and innovation processes) of international business entities and directed by the intellectual resource of the management decision.

The intellectual resources promising for commercialization when materialized and the intellectual resources of the management decisions directed by these processes are most essential for investment and innovation processes.

Fig. 4 reveals the factors of impact on the investment and innovation development of Ukraine's enterprises in the modern international economic environment.

External and internal factors including marketing, management, investments, innovations and other resources have an influence on enterprises' activity and development. The mentioned factors play a key role in creating enterprises' development strategy.

Analysis of advanced countries' strategies as for the renovation of their industrial activity based on investments and innovations allows forming the national development strategy of Ukraine's economy in the modern international environment. Its most important components are the following:

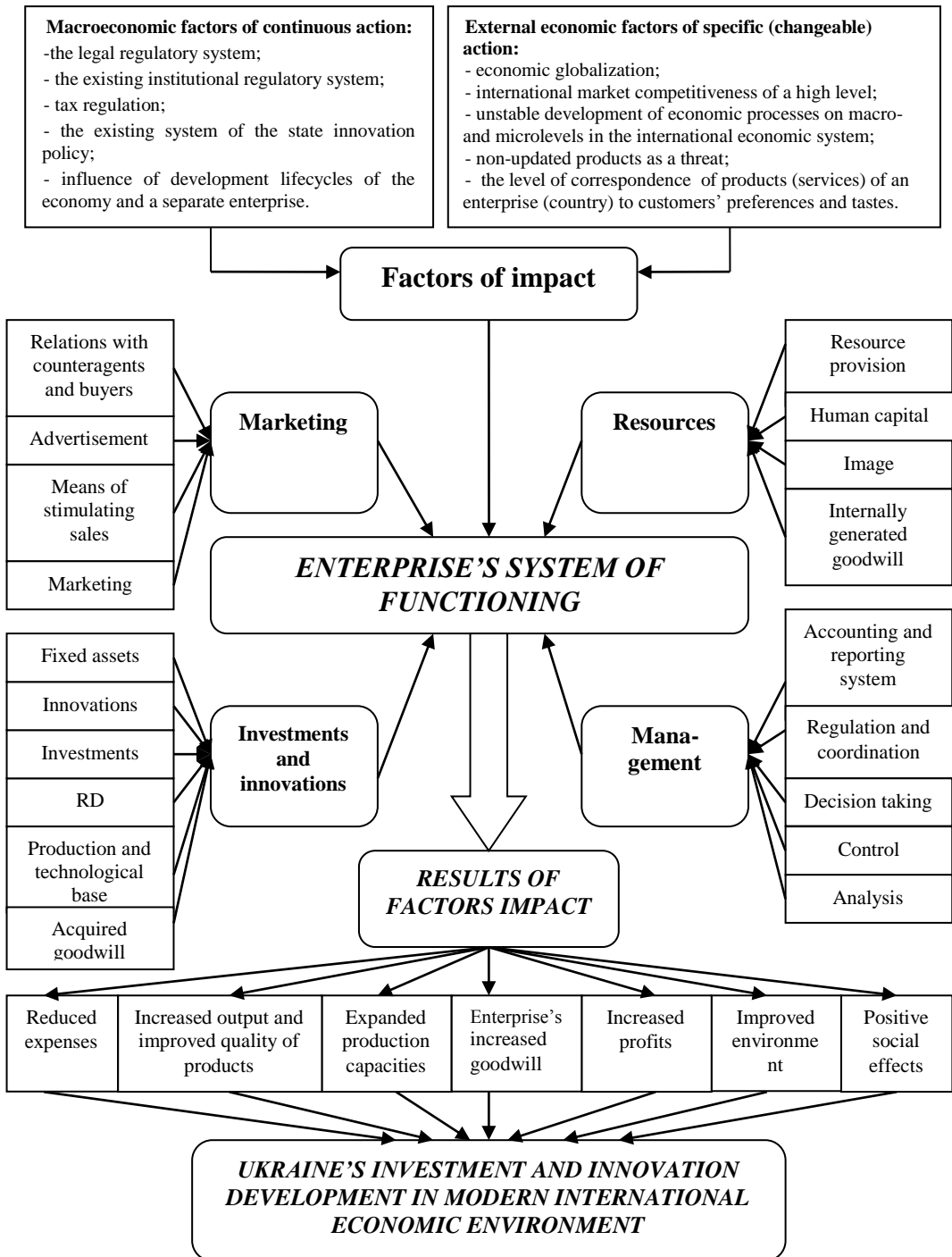


Fig. 4. Basic factors of impact on investment and innovation development of Ukraine's enterprises in modern international economic environment

Notes: composed by the authors

1. Investments into innovations and training of the future highly qualified work force during 5-10 years;
2. Creation and support of development institutions according to priority types of activities including business cooperation with trade unions;
3. Support of industrial activities aimed at facilitating competitiveness of the country's economy;
4. Partnership of the government and manufacturers as an institutional mechanism of investment and innovation changes;
5. Determination of medium- and long-term goals on the basis of the analysis of future development issues and strategies according to activity types;
6. Development and realization of measures aimed at facilitating the attractiveness for business using tax tools, regulatory means of developing corresponding markets both inside the country and abroad.
7. The government's support of development of new technologies and their commercialization according to the established strategy.

Conclusions and suggestions

The analysis of available approaches to the essence and consequences of realizing the investment and innovation development of the world countries allow drawing a conclusion that the choice of Ukraine's priorities in this sphere should consider modern trends of the world and European economy. Such development should be based on the country's enterprises rising their investment and innovation activity aimed at enhancing their position on the internal and external markets. It is substantiated that in the globalized economic conditions only the countries ensuring favourable conditions for the investment and innovation activity associated with development, introduction and application of new technique and technologies become more competitive.

The identified some problems associated with Ukraine's investment and innovation development in the modern international economic environment, include insufficient infrastructure, underdeveloped system of protecting investments and intellectual property, imperfect insurance of investment and innovation risks, lack of businesses' motivation to use hi-tech products of the national economy because of a considerable technological lagging, poor financing of research and introduction of innovative developments, absence of an efficient system of priorities of developing the scientific and technological sphere provided by the state and separate economic entities. To solve the accumulated problems of the investment and innovation development of the Ukrainian economy and taking into account the influence of external factors we suggest a procedure of preparing, making and realizing some investment and innovation decisions at Ukraine's enterprises in the globalized economic conditions.

It is proven that to apply the model of the investment and innovation development of the Ukrainian economy, one should adopt the best practices of the analyzed countries, namely, creating a real strategy of the investment and innovation development of the Ukrainian economy, implementing the European legal standards as for investments and innovations, fighting monopolies; stimulating the economy's structural transformation; ensuring the connections between enterprises, universities and research institutes, developing international scientific and technical cooperation, especially in the military and industrial

complex; applying the cluster approach to organizing industrial production; providing the state insurance of investment and innovation risks; starting a large-scale construction of dwelling and infrastructure for displaced residents; creating and introducing a complex of tax incentives for expanding the investment and innovation activity; improving the national system of accounting, analyzing, controlling and recording for fixing the facilities and results of the investment and innovation development of economic entities; using credits and investments for the economy modernization, etc.

Further research and developments should be focused on improving the theory and methods of the investment and innovation development of the Ukrainian economy considering the trends and prospects of innovations in the EU and the world.

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INFORMATION ECONOMY IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT OF SOCIETY AND ITS EFFECT ON TNC ACTIVITY

Serhii Hushko

Prof. DSc, Kryvyi Rih Economic Institute of Kyiv National Economic University named after Vadym Hetman”,

e-mail: dep.director_edu@kneu.edu.ua, orcid.org/0000-0002-4833-3694, Ukraine

Iveta Mietule

Prof. PhD, Rezekne Academy of Technologies,

e mail: iveta.mietule@ru.lv, orcid.org/0000-0001-7662-9866, Latvia

Kateryna Slyusarenko

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economic University named after Vadym Hetman,

e-mail: slusarenko_kv@kneu.dp.ua, orcid.org/0000-0002-2072-2997, Ukraine

Natalia Sheludiakova

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economic University named after Vadym Hetman,

e-mail: sheludiakova_na@kneu.dp.ua, orcid.org/0000-0002-6721-8077, Ukraine

Abstract. The article reveals controversial issues regarding definitions of “information economy” concept, defines the types of information economy models. The authors determine the influence of information and communication technologies on achievement of sustainable development goals as well as investigate the development of TNCs in the conditions of the informational economy.

Keywords: knowledge economy, information economy, information society, digital economy, information and communication technologies, goals of sustainable development.

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Introduction

The second industrial revolution brought forth new technologies that transformed the processes of production and distribution of goods and services in the world market. The companies that have taken innovations underwent considerable improvements with optimization the steps in the chain of production and sales. These processes have forced enterprises of different industries and forms of ownership to adapt and apply these new technologies.

Modern economic development is characterized by increasing role and significance of scientific knowledge and innovations for the welfare of society. Moreover, its features include structural shifts from the sphere of real production to the sphere of services, production of information and knowledge, intensive informatization of business processes and society as a whole, globalization and networking of the economy.

The globalization of the economy is a direct consequence of the development of information and communication technologies which enabled the accelerated transactional flows, facilitating the integration of national economic systems into a single production and

trading area. Consequently, the result of the communication revolution is the formation of a new information economy providing new tools for achieving sustainable development.

Sustainable development is a new philosophical, political and practical model of development for all world countries that have begun the transition from a purely economic model of development to searching an optimal balance between economic, social and environmental components of development. The implementation of this model requires the formation of a public management system for sustainable development which necessarily involves good governance.

In 2015, the United Nations identified 17 Sustainable Development Goals (SDGs) and related areas that will shape international development by 2030. In 2015 there was a global debate on the role of information and communication technologies (ICTs) for sustainable development. The Sustainable Development Summit of the United Nations adopted the 2030 Agenda for Sustainable Development which recognizes the important contribution of ICTs to achieving purposeful, transformational and universal goals of sustainable development.

The incorporation into the information global environment deploys in two contrary directions: on the one hand, under conditions of resource constraints and the growth of various threats to the state-building of underdeveloped countries; on the other hand, advancement of automation, robotization and computerization in the world leading countries. These directions cause radical transformations of socio-economic structures that require the urgent development of organizations of a new economic system ensuring the transfer of human resources to the information industry and the area of system-wide services.

Information economy in the modern world

Economic development of the second half of the 20th and the beginning of the 21st century is defined by the following trends:

- gradual penetration of information technology into the production process;
- increasing role of scientific knowledge for the welfare of society (both due to the introduction of new technologies and skills improvement of those employed in the economy);
- increasing productivity in the area of production of information technologies and information compared to other fields;
- gradual transition to the predominant production of knowledge and information (due to the increasing number of people employed in this area and their labour efficiency);
- informatization of business processes and society as a whole (information technologies are turning into the growth factor of society welfare);
- globalization that facilitates the acceleration of operations on the world market of goods and capital, the integration of national economic systems into a single production and trading space.

The second half of the 20th century saw the development of several concepts for description of the mentioned tendencies (Kononova, 2015):

- Knowledge Economy, Information Economy (Machlup, 1962);
- Computerized Society (Martin, Norman, 1970);
- Post-Industrial Society (Bell, 1971);
- the Age of Information (Helvey, 1971);
- Information Revolution (Lamberton, 1974);
- Information Economy (Porat, 1978);
- Informational Economy (Castells, 1996);

- Informatics and Communication Economics (Niiniluto, 1999);
- Technical Economics (Gates, Hemingway, 1999), etc.

Today, there are three consolidated theories derived from the variety of the conceptions: Knowledge Economy, Information Economy and Information Society.

In the literature, the concepts of "Knowledge Economy", "Information Economy" and "Information Society" are often used as equivalents, but there is a significant difference in their meaning.

The concept of "Information Economy" originates from the works of the Austrian-American researcher, F. Machlup, who studied the impact of patents on scientific research (Machlup, 1980). The notion of "Knowledge Industry", according to F. Machlup, includes five sectors of information activity within society: education, research and development, media, information technology and information services. His follower M. Porat defined the Information Economy as a cluster of industries producing modern databases and tools ensuring their operation and application (Porat, 1978). M. Porat has expanded the type structure of economic activity by including information activities: four traditional sectors (production of market goods and nonfinancial services; general government; households; non-profit organizations serving households) were supplemented by two sectors of primary and secondary information.

According to M. Porat, the former embraces industries producing technics for the processing and transmission of information, and provide market information services; the later focuses on planning, programming, marketing of goods and services, as well as the search for and development of new knowledge. The secondary information sector covers all information services of the government system and private business that create information and information technology for the domestic needs of the country (Porat, 1978).

Information economy is the first, initial stage of a new economy of a postindustrial society turning in the course of its development into a knowledge economy. Some consider it as a post-industrial new economy based on the Internet economy.

For instance, the economic encyclopedia notes that the information economy is the feature of the modern economy which provides the spread of information technology in the field of material and non-material production, the transformation of information into one of the important factors of society and individual socio-economic progress.

It is not material goods, but information and spiritual values production and consumption that dominate in information economy, and the level of informatization is its integrative indicator. The material basis of the economy of this kind is the production of electronic information equipment (mass production) and the use of computer systems, machine banks, microprocessors, telecommunication, consumer electronics etc. The information economy assumes the inextricable link between development of information machines and communication systems, which enables the provision of comprehensive information services.

Information economy is an economy in which most of the GDP is provided by production, processing, storing and dissemination of information and knowledge, and more than half of the employees are involved in these activities.

Information economy is characterized by:

- convergence and integration of communication technologies and data processing into information technologies;

- significant influence of information technologies on economic activity; the influence appears in the fact that most employees are informational workers and most products are information products;

- application of IT networks in all economic institutions, organizations and processes, which leads to increased flexibility, weakening of regulatory control and acceleration of globalization.

The development of the information economy is connected with the formation of the information society. The information society is comprehended as the society in which the creation, distribution, use and manipulation of information becomes the most important economic and cultural activity. According to the OECD, the term "Information Economy" is used to analyze the impact of information technology on the economy (productivity, profitability, employment), while the term "Information Society" serves for the analysis of the social consequences of the use of information and communication technologies (behaviours, relationships within and between communities) (Asprey, Middleton, n.d.). Thus, we can argue that the transition to the economy of information type and the formation of an information society is being accomplished on the basis of sustainable development using ICT.

The study of world experience in the formation of the information economy shows that at the stage of emergence the signs of information economy first appear in business, when particular enterprises, seeking to increase their own profitability by automating routine processes, begin to implement information technology in production and introduce electronic document management. Along with the improvement and increasing accessibility of ICTs, the use of personal computers reaches households and government organizations.

At the second stage, with the development of network technologies, information flows between particular enterprises are formed. Custom production, remote partnership and the possibility of quick decisions making, regardless of the location of contractors, facilitate the establishment of horizontal links and "networking" of business.

At the societal level, ICTs are predominantly used for messaging via email, social networks, and chats. Within public institutions a common database of regulatory documents and statistical reporting is formed.

When ICTs have penetrated all the spheres (business, society, state) and the use of computers has become part of everyday activities, there appear communications between the mentioned elements, first of all, between business and society. Information about business activity becomes public, e-commerce comes into life. Social connections within society expand due to the emergence of new network services – blogs, social networks; the users make their confidential information public.

This stage also involves the introduction of e-government technologies in the sphere of public administration; regulatory and statistical documentation becomes available for enterprises and citizens.

Further development is characterized by increased confidence among the information space agents, which facilitates the expansion of information channels between business and citizens through financial transactions (payments via the Internet become commonplace), citizens get remote work under conditions of freelance. E-commerce becomes an integral part of business.

One of the distinctive features of this stage is strengthening of social ties in society through ICT. Social networks begin to make a profit to their owners due to advertising.

At the next stage, financial flows cover all areas of the information society. In addition to payments between enterprises and citizens, transactions between government structures and

businesses (taxes, duties, state purchases), government structures and citizens are widely implemented (taxes, pensions, subsidies) (Chugunov, 2008).

After the mechanism for the information exchange between the state, business and citizens has been fully established, and information channels have got credibility, the formation of a new model of public administration is launched. This process, particularly, is reflected in the transition from the concept of E-Government to the concept of E-Governance. E-Government is focused on the openness of government information and the provision of public online services, while the new notion includes concepts of cooperation, participation, consensus and so on (Smorgunov, 2007).

In fact, it is all about e-democracy enabling the citizens to influence the process of adopting and implementing political decisions. According to UN analysts, the implementation of this concept contributes to increased participation and, as a result, public trust in public authorities and the welfare of society as a whole.

Therefore, along with the general features of the information economy formation at the world level, national and regional peculiarities of the evolutionary development of different countries affect the constitution of an informational economy. In this regard there is a need to determine the peculiarities of the implementation of modern models of information-type economy in particular countries (Table 1).

Thus the national and regional features of the functioning of the economic system of the states, form the information economy, affect its formation and development. However, in the world there are still no universal and equally effective methods of ICT development as the basis of the information economy. Therefore, each country approaches this task and develops a model of information-type economy from the standpoint of its own geopolitical, economic, social and cultural interests.

The current development of states under the model of information economy leads to the transformation of processes taking place in the economic, social and political spheres. The paradigm of sustainable development is considered as a new paradigm of social development. Sustainable development focuses primarily on people and improving their quality of life in a favourable socio-economic environment and an eco-friendly, healthy, diverse natural environment. Implementation of the strategy of sustainable development is aimed at overcoming poverty through effective employment, high labour costs, accumulation of human and social capital, development of entrepreneurial activity of the population, strengthening of the middle class, the improvement of social standards and safeguards, as well as providing the necessary social support to vulnerable groups of the population.

Information and communication technologies play a decisive role in promoting the goals of sustainable development. In December 2015, the UN General Assembly discussed the decisions of the World Summit on the Information Society (WSIS + 10) including the statement concerning the ICTs as the main tools for accelerating 17 SDGs in all areas. The 2030 Sustainable Development Program also recognizes that the spread of ICTs and global interconnectivity has great potential for enhancing human progress, bridging the digital divide and developing knowledge societies.

ICTs have clearly demonstrated their value as inter-sectoral mediators that contribute to sustainable development. Thus an intensified use of the Internet can reduce poverty and create jobs by increasing the efficiency and transparency of the government. ICTs can be used to create different disease data banks, and can help governments and decision-making bodies in health planning. ICTs can also contribute to gender equality, women's engagement in policy-making through e-voting and distance learning.

Table 1

Information economy models

Name	Main features
Anglo-American model (the USA, Canada, UK, Latin American countries)	<ul style="list-style-type: none"> - the dominance of the private sector over the functions of the state in all areas of society and economic system building; - intensive development of electronic communications for the establishment of social, political and cultural ties; - significant influence of the current legislation on the development and stimulation of new branches of the economy, intellectual property rights, social protection of the population.
European model (Germany, France, countries of Northern Europe, basic directions are implemented by the countries of post-Soviet Community of Independent States)	<ul style="list-style-type: none"> - the information economy is formed in the context of the European integration strategy, with the acceptance of the priorities of the united Europe; - variability and political orientation of economic programs for the information construction economy in different countries; - dynamic combination of state interests and aspirations of private and corporate business, with the consideration of the fact that the role of each of them can vary in space and time; - legislation is aimed at protecting existing industries.
Japanese model (Southeast Asian countries)	<ul style="list-style-type: none"> - orientation to the improvement of the corporate governance system in all sectors of the economy on the principle of hierarchical pyramid, based on the triad of conceptual tenets: gratitude, responsibility, harmony; - cooperation of the state and the market; - legislation is weakly adaptive; it inhibits the development of the information society.
Asian model (South Korea, Taiwan, Singapore, Hong Kong, Thailand, Malaysia, Vietnam)	<ul style="list-style-type: none"> - the state maintains close ties with the private sector, close cooperation between the state and private capital; - the state decides on priority investments of the private sector in the information sphere, stimulates the creation of material, regional and social infrastructures.

It should be noted that the role of public authorities is crucial for the advancement of ICTs. Establishing a credible favourable environment for the development and promotion of ICTs can enhance the introduction of SDGs. Public authorities also play an important role in minimizing the risks associated with the use of ICTs, such as cybersecurity, data protection, etc. The state authorities should develop and improve legal mechanisms facilitating the rapid development of technologies. All stakeholders should promote and develop a global online security culture. Secure online space will definitely promote the process of SDGs achievement.

WSIS Forum 2017 that took place in June 2017 in Geneva, showcased many projects that are helping communities achieve their potential. For example, Bridge Africa is a platform that helps companies in Africa market their products, patent their work, and create trademarks. Through e-commerce platforms, the Association Marocaine de l'Indication Géographique de l'Huile d'Argane supports the women producers of Argan tea oil to market

their products. Project Connect is mapping schools across many developing countries, and measuring the quality of their Internet connectivity. The a2i Programme in Bangladesh has set up 5000 digital centres across the country. The list goes on. The WSIS Prizes, awarded every year, shone a bright light on even more projects (Dumas, n.d).

The realization of projects related to the goals of sustainable development requires significant investments. The development of information technology leads to serious changes in the labour market. By increasing productivity, ICTs facilitate production of more goods and services with less workforce, which leads to technological unemployment. At the same time, innovations create new opportunities for employment in various industries and in emerging markets.

Transnational activities with their inherent features as high intensity of invested capital, knowledge and technology, remain extremely important for development of the world countries. The potential benefits of TNCs are connected to knowledge transfer, technology transfer, managerial skills, new processes, employee training, and access to international production networks and markets.

ICTs play an important role in multinational models and the ability of countries to attract TNCs. However, there is still little evidence of the role of ICTs in determining the ability of countries to benefit from the activities of TNCs. In our opinion, the advantages of transnational activities depend largely on the technological structure of TNCs and the ability of domestic firms to respond to new competition and introduce new technologies. Both of these aspects are influenced by local characteristics of the country, such as the level of human capital, education, the development of local financial markets, the adoption and implementation of ICTs. In turn, the lag in these areas may hamper the efficient use of technology resources on a multinational scale, as well as reduce the ability of domestic industries to absorb foreign know-how and respond to challenges and opportunities provided by foreign actors.

Over the past five years, the influence of information and communication technologies of TNCs in international production has significantly risen. Between 2010 and 2015, the number of technical companies in the UNCTAD's top-100 TNC has more than doubled (Table 2, Table 3).

Table 2

Technical and telecommunication TNCs in the UNCTAD ranking of the top 100

Tech MNEs			Telecom MNEs		
2000	2010	2015	2000	2010	2015
Ericsson	HP	Alphabet	Cable &	Deutsche	Altice
HP	IBM	(Google)	Wireless	Telekom	America
IBM	Nokia	Apple	SBC	Liberty	Movil
LG	Sony	Hon Hai	Telefonica	Orange	Deutsche
Motorola		HP	Verizon	Telefonica	Telekom
Sony		IBM	Vodafone	TeliaSonera	Liberty
		Microsoft		Vivendi	NTT
		Oracle		Vodafone	Orange
		Samsung			Softbank
		SAP			Telefonica
		Sony			Vodafone

The assets of these TNCs increased by 65%, while their operating income and employees increased by about 30%, compared with the same trends for the other 100 highest MNEs (World Investment Report 2017). The importance of digital TNCs, including Internet platforms, e-commerce and digital content firms, is also growing rapidly.

Tech MNEs include MNEs working in the field of information technology, computer manufacturing, ICT devices and related components (e.g. Apple, Samsung, Hon Hai), as well as software and service providers (e.g. Microsoft, SAP).

The Telecom MNEs group includes providers of communications and connection infrastructure.

Since the UNCTAD methodology is based on foreign assets, some of the world's leading digital giants, such as Amazon and Facebook, are not included in this ranking. It also does not include major telecom players such as Verizon and AT&T, whose domestic assets and incomes are very large, but their share of foreign business is relatively small.

Table 2 and 3 reveal that the number of technical and telecommunication TNCs in the top-100 rating did not change significantly. From 2010 to 2015, on the contrary, the number of high-tech companies in the rating more than doubled – from 4 to 10, and their share in total assets and operating income increased by almost 2.5 times (Table 3).

Table 3

**Evolution of ICT MNEs in UNCTAD's ranking
of the top 100 MNEs, 2006 and 2010–2015**

	2006		2010		2011		2012		2013		2014		2015	
	Tech MNEs	Telecom MNEs	Tech MNEs	Telecom MNEs	Tech MNEs	Telecom MNEs	Tech MNEs	Telecom MNEs	Tech MNEs	Telecom MNEs	Tech MNEs	Telecom MNEs	Tech MNEs	Telecom MNEs
Number of firms	6	7	4	7	5	7	7	6	8	6	8	9	10	9
Share in assets, %	5	6	4	7	4	7	6	6	8	6	8	9	11	9
Share in operating revenues, %	6	4	5	5	5	5	8	4	10	4	10	6	12	7

Source: ©UNCTAD, based on UNCTAD's FDI/MNE database, company reports and data from Orbis BvD and Thomson ONE.

The growth is provided by a group of the ranked American Tech MNEs. Some of these companies, such as Alphabet (Google) and Microsoft, are leaders and creators of the digital revolution. Others, such as Oracle, depend on the quality of ICT, the speed of the Internet, with the two later enabling the companies to promote their products on the market and make a profit. In addition, taking into account Telecom MNEs, which are another important component of the digital economy, 19 MNEs of top-100 ranking are ICT companies, which is a significant part of megacorporations.

Over the past five years, the largest Tech MNEs have taken the lead over traditional MNEs and telecom companies. The assets of these companies grew more than 10 percent a year compared to the assets of the other two groups. The growth of operating income and the number of employees is relatively moderate, but still higher than in other corporations of top-100.

These figures demonstrate that Tech MNEs are currently the most dynamic players among the world's largest multinational corporations.

The rapid growth of Tech MNEs is the result of several interconnected factors:

- rapid technological and market development caused by the digital revolution;
- financial strength and cost-effectiveness through high profitability and liquidity;
- management culture focused on investment and innovation.

As a result, high-tech megacorporations have gained the dominant position in the market both in their main segments and related digital industries. For several years, some of them have become digital hubs working in the full range of information economics.

The average market capitalization of tech megacorporations is almost three times higher than that of other MNEs. At the end of 2015, 10 tech MNEs made up about 26 percent of the total market capitalization of the top-100 MNEs in the UNCTAD ranking, a share over two times larger than their share in number, assets and operating revenues (World Investment Report 2017). Such market capitalization can be largely attributed to highly valuable unrecorded intangibles, such as brand, knowhow and intellectual property (as demonstrated by the wide gap between market value and asset book value). When including this component (calculated according to the market capitalization method), tech MNEs' intangibles are estimated to be roughly equal to their asset book value – significantly more than the average 40 per cent recorded for other MNEs. The second distinctive feature in the asset composition of tech MNEs is the large share of cash and cash equivalents, which stands at 28 per cent of total asset book value, or more than three times higher than the share of cash in other MNEs. Strong liquidity and high spending capacity have fueled the exceptional growth of these companies in recent years.

These major differences in asset profile indicate a structural shift in the sources of corporate value from fixed, tangible assets to intangibles and current assets, and illustrate the profound disruption brought about by digital and tech MNEs. The traditional approach to growth and investment – characterized by high capital expenditure and debt, stretched liquidity, high fixed costs and squeezed margins – is largely absent in the digital world.

UNCTAD has marked the digital economy through the classification of the respective MNEs (Fig. 1)

1. Digital MNEs are characterized by the central role of the internet in their operating and delivery model. They include purely digital players (Internet platforms and providers of digital solutions) that operate entirely in a digital environment and mixed players (e-commerce and digital content) that combine a prominent digital dimension with a physical one.

a. Internet platforms: digitally born businesses, operated and delivered through the Internet, e.g. search engines, social networks and other platforms, such as for sharing.

b. Digital solutions: other Internet-based players and digital enablers, such as electronic and digital payment operators, cloud players and other service providers.

c. E-commerce: online platforms that enable commercial transactions, including Internet retailers and online travel agencies. Delivery may be digital (if the content of the transaction is digital) or physical (if the content is tangible).

d. Digital content: producers and distributors of goods and services in digital format, including digital media (e.g. video and TV, music, e-books) and games, as well as data and analytics. Digital content can be delivered through the Internet but also through other channels (e.g. cable TV).

2. ICT MNEs provide the enabling infrastructure that makes the Internet accessible to individuals and businesses. They include IT companies selling hardware and software, as well as telecom firms.

a. IT: manufacturers of devices and components (hardware), software developers and providers of IT services

b. Telecom: providers of telecommunication infrastructure and connectivity.

The investment opportunities of global IT companies are growing faster than those of TNCs focused on traditional sectors of the economy. The dividend yield of such companies as Facebook, GOOGL, AMZN and EXPE in 2016 reached 19 percent and the positive trend is expected for the current year. According to data from Table 4, the share of foreign sales of digital MNEs is 40%, while 30% of their assets are located outside the country. The share of foreign sales of ICT MNEs is 63%, the share of foreign assets reaches 43%.

The data shows that ICT MNEs are developing more intensely. The total sales of ICT MNEs are almost four times the amount of sales of digital MNEs. At the same time, the companies producing devices and components (hardware) and telecommunications account for 85% of sales.

In respect to sales volume, the third part of the market of IT devices and components belongs to companies such as Apple, Samsung Electronics and Hon Hai Precision Industry. The volume of their sales reaches 500 billion dollars. Samsung Electronics and Hon Hai Precision Industry are presented in one way or another in every country in the world, so more than 90% of sales are foreign.

The market of telecommunication services is an important part of the global ICT market. Top-100 ICT MNEs include 27 telecommunication companies. At the same time, their share in total capitalization is 44%. By the level of assets, they rank first among top digital and top ICT MNEs. In 2015, the sales of telecommunication companies amounted to 845964 million dollars. Approximately two thirds of this volume is provided by developed countries – North America, Western, Central and Eastern Europe, the leading countries of the Asia-Pacific region.

The sales of digital MNEs is \$ 762875 million, with 46.1% coming from companies operating in the field of digital media. E-commerce sales have steadily increased over the last five years and come to 23.5% of the total. The rapid development of e-commerce in the world predetermines its influence on the level of capitalization of companies operating in this area. The main trends in the development of the global e-commerce market include: growth of online purchases; increase in the number of users of the World Wide Web; the drop in prices for computers and software and availability for more consumers; expanding business opportunities without leaving home; extension of international standards for e-business; increase of information and economic interaction of business partners and other contracting parties through the Internet. According to statistics, more than 60 top-100 digital MNEs are US companies, followed by companies from the UK and Northern Ireland and Germany. This concentration is more explicit among Internet platforms: 10 out of 11 large digital TNCs in the rankings are from the USA.

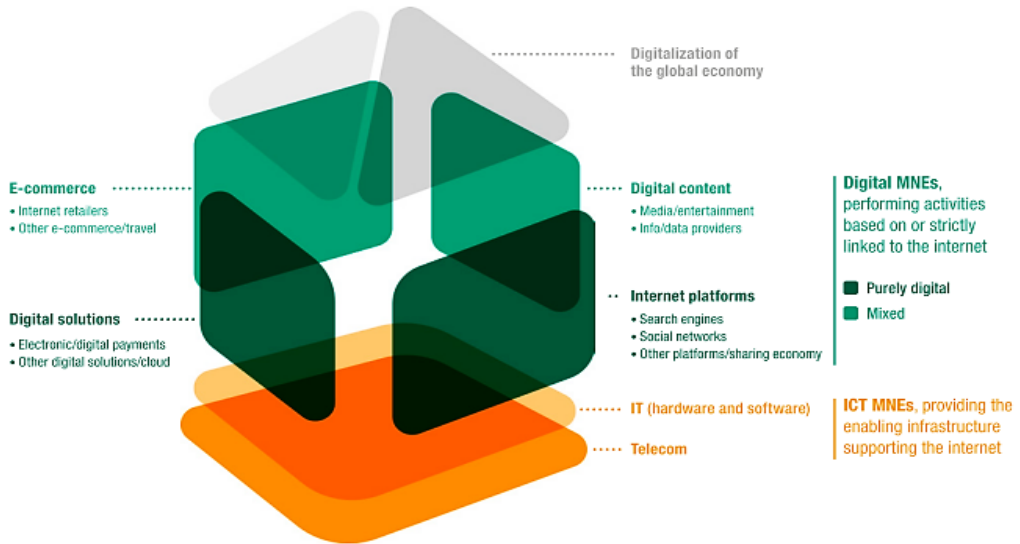


Fig. 1. The architecture of the digital economy (©UNCTAD)

From the table below, one can see that the sectoral affiliation of TNCs has a significant effect on the assets. Accordingly, the dominant position is occupied by corporations of capital-intensive industries, whose foreign property concentrates significant tangible assets.

Table 4

UNCTAD’s rankings of top digital and top ICT MNEs (2015)

	Company name		Total sales (\$ million)	Total assets (\$ million)	Share of foreign sales (%)	Share of foreign assets (%)
1	2	3	4	5	6	7
Top 10 digital MNEs, by sales or operating revenues						
Internet platforms	Alphabet	Search engines	74989	147461	54	24
	Facebook	Social networks	17928	49407	53	21
	eBay	Other platforms	8592	17755	58	7
	Yahoo	Search engines	4968	45204	20	6
	IAC/Interactive	Social networks	3231	5189	26	8
	Groupon	Other platforms	3120	1796	34	41
	LinkedIn	Social networks	2991	7011	38	18
	Naver	Search engines	2773	3741	33	NA
	Twitter	Social networks	2218	6442	35	7

Continuation of the table 4

1	2	3	4	5	6	7
	Red Hat	Other platforms	2052	4155	34	30
	Internet platforms total (11 companies in total)		123882	290071	50	19
Digital solutions	Automatic Data Processing	Other digital solutions	11668	43670	15	10
	First Data	Electronic payments	11451	34362	14	11
	PayPal	Electronic payments	9248	28881	50	7
	Salesforce	Other digital solutions	6667	12763	26	11
	VMware	Other digital solutions	6647	15746	50	15
	FIS	Other digital solutions	6595	26269	41	16
	Worldpay Group	Electronic payments	5873	6122	71	NA
	NetApp	Other digital solutions	5546	10037	45	15
	Insight Enterprises	Other digital solutions	5373	2014	32	33
	United Internet	Other digital solutions	4045	4222	10	16
	Digital solutions total (26 companies in total)		108253	252427	32	17
E-commerce	Amazon	Internet retailers	107006	65444	36	32
	Alibaba Group	Internet retailers	15639	56353	8	NA
	Priceline Group	Other e-commerce	9224	17421	80	17
	Expedia	Other e-commerce	6672	15486	44	11
	Naspers	Internet retailers	5930	16723	54	NA
	Rakuten	Internet retailers	5922	35435	20	67
	Amadeus IT Group	Other e-commerce	4260	7625	96	96
	Cnova	Internet retailers	3804	1853	50	75
	Zalando	Internet retailers	3221	2304	47	NA
	Bechtle	Internet retailers	3076	1252	31	30
	E-commerce total (18 companies in total)		178857	242613	42	38
Digital content	Comcast	Digital media	74510	166574	8	NA
	Time Warner	Digital media	28118	63848	27	NA
	21st Century Fox	Digital media	27326	48193	29	10
	Liberty Global	Digital media	18280	67867	61	63
	Sky	Digital media	16138	23483	30	7
	Tencent Holdings	Games	15846	47265	6	23
	CBS	Digital media	13886	23765	14	2
	Viacom	Digital media	12488	22508	25	7
	Thomson Reuters	Info & data	12209	29095	40	40
	Liberty Interactive	Digital media	9989	21180	26	44
	Digital content total (45 companies in total)		351883	758522	36	32
Total digital			762875	1543633	40	27
Top 100 ICT MNEs, by sales or operating revenues						
IT devices			215639	321686	65	39
IT devices			171126	206550	90	31
Components			135996	70038	99	91
IT devices			81741	110495	63	54
IT devices			71968	148037	71	24
IT devices			55355	101459	80	29
IT devices			50911	45122	52	29
Components			50165	48083	59	36
IT devices			49247	121652	47	20
IT devices			48238	29010	63	58

Continuation of the table 4

1-3	4	5	6	7
IT devices & components total (52 companies in total)	1637164	1887427	75	39
IT software & services	85320	193694	52	43
IT software & services	50123	79679	61	51
IT software & services	37047	112180	53	33
IT software & services	34798	20609	99	96
IT software & services	25048	22138	21	5
IT software & services	23554	52359	98	18
IT software & services	22637	45061	87	92
IT software & services	16379	13475	93	80
IT software & services	14338	16517	31	10
IT software & services	12972	17671	79	79
IT software & services total (21 companies in total)	409774	676177	63	46
Telecom	146801	402672	4	5
Telecom	102468	186770	16	32
Telecom	81271	183851	55	66
Telecom	75368	156686	64	64
Telecom	59013	192587	85	90
Telecom	51970	75349	67	46
Telecom	51407	133882	72	77
Telecom	43805	99540	54	57
Telecom	27426	61345	22	10
Telecom	21467	77550	25	12
Telecom total (27 companies in total)	845964	2018482	42	46
Total ICT	2892902	4582086	63	43

Source: ©UNCTAD, based on UNCTAD's FDI/MNE database, company reports and data from Orbis BvD and Thomson ONE

According to the current world trends, the influence of information technology on the activities of TNCs and the functioning of national economies can be traced in the following:

- simplification of access to foreign markets;
- increasing production of the IT-goods and IT services (electronics, telecommunications, programming, etc.);
- global investment flows are directed to both "mass demand" technology (Internet games, e-commerce) and storage technology for databases, leading to the monopolization of TNCs of intellectual capital and informational digital space;
- TNCs are the main investors in the innovation field, and their financial expenses for innovation activity are constantly increasing;
- a steady increase in the expenses of states and companies for research and development in engineering, ICT, cloud platforms, "large data", nanoscience and microsystem technology, renewable energy sources, energy storage mechanisms, etc.;

- an increase in the return on available capital (for example, due to more efficient use of resources, reduction of inventories, etc.) which is highly influenced by IT services (programming, system integration, consulting, etc.), and provides an increase in the productivity of existing productions;
- the intensification of innovation competition between TNCs, which leads to the creation of competitive innovative IT products;
- the rapid development of investment ties accompanied by active diffusion of innovative technologies.

Conclusions and suggestions

The shift to a digital economy in the contemporary world is the priority of policies for all countries. There is a belief that the increase in labour productivity in the United States and in some countries of Europe, Africa and the Middle East is directly caused by the proliferation of information and telecommunication technologies. Economic transformations that have embraced Western Europe in the last decade are a vivid indication of these ties. By investing in the creation of a modern IT infrastructure Western European countries have improved the productivity of their citizens, gained an access to new markets and entered the phase of long-term economic development. For developing countries, the necessity of transition to a digital economy creates both enormous challenges and opportunities. These countries can receive significant economic benefits from ICT development. Digital technologies, services and systems are crucial for social development and the achievement of sustainable development goals. They can enhance the overcoming of the digital divide between countries; ensure growth and creation of new jobs in all sectors of the economy ranging from the smallest traditional enterprises to the newest emerging high-tech industries; ICTs can also contribute to gender equality by involving women in policy-making through e-voting and distance learning.

The IT is one of the leading spheres in the world in terms of income and capitalization. TNCs are key players in the world market of IT products and IT services, whose strengthening has become possible due to the formation of a number of competitive advantages: the strong scientific and technological base, the possibility of financial pressure on the market, as well as the state support when entering the world market.

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THE THEORY OF J. M. KEYNES TO CLARIFY THE PUBLIC-PRIVATE PARTNERSHIP ESSENCE AND PARTICULARS

Alla Suriak

Associate Prof. PhD, Lesia Ukrainka Eastern European National University,
e-mail: avsuriak@gmail.com, orcid.org/0000-0002-3094-9941, Ukraine

Mirosława Skalik

PhD, Polonia University in Czestochowa,
e-mail: m.skalik@ap.edu.pl, orcid.org/0000-0002-6259-4794, Poland

Blaise Hameni

Dr, John Pall II International University of Bafang,
e-mail: bhameni@yahoo.fr, orcid.org/0000-0002-9922-7947, Cameroon

Abstract. The public-private partnership nature and its particulars have been studied and clarified herein taking into consideration the theory of J. M. Keynes, in particular, when referring to the private entrepreneur's behavior as to the employment and investment activities to create the effective demand and economic development.

Keywords: theory of J. M. Keynes, employment, investment, public-private partnership, public-private partnership nature, investment activities in the public-private partnership, and economic development

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Target Setting

The modern development of the market economy is exceptional and unique in each country. Focusing on the economic and social stability, economic ways and means of the development and growth, each country makes its own choice based on its realities, vision and understanding of the situation of own experience including the negative ones. To speed up the progressive trends and results, the review and study of the market management theories are very important to search replies to questions that have arisen in the course of practice in these theories.

Actual Scientific Researches and Issues Analysis

The private entrepreneur's behavior within the market economy and the possible cooperation between the state and business to implement the public-private partnership were studied in the works of many scientists. They are: J. Keynes, J. Buchanan, V. Varnavskyy, M. Weber, T. Veblen, E. Durkheim, J. Commons, D. Nord, G. Schmoller B., R. Coase, M. Meyer, L. Fabius, J. Hodgson, E. Furubotn, R. Richter, E. Ostrom, G. Tullock, T. Eggertsson, T. Bredgard, J. Coleman, R. Putnam, R. Antonov, A. Amosha, Y. Bazylevych, S. Varnaliy, O. Vikarchuk, A. Halchynskiy, V. Heiets, N. Hrazhevska, V. Dementiev, A. Gritsenko, B. Sikora, R. Pustoviit, Y. Kuzmin, T. Yefymenko, S. Mochernyi, A. Chukhno, E. Cherevykov, and others.

Remaining Challenges

Determining the public-private partnership nature and its characteristics, the analytical treatment of many studies confirms the fact that the private entrepreneur's behavior was not taken into account within the conditions of the market economy. However, J. Keynes analyzed it in details and determined it as a significant element of the public-private partnership development through the increased employment and investment activities in the economic advancement.

The Purpose of the Article

It is determined by the thorough study of the theory of Keynes concerning the private entrepreneur's behavior within the economy, particularly, issues concerning the employment, social ideas, investment funds with their evaluation and goal realization, as well as the search for the partners to carry out the investment activities. With regard to this, the definition of the public-private partnership nature and characteristics shall be given. As a result, the public-private partnership and economic development will be stepped up.

Study Highlights

It was in studies revealing that the Keynesian theory became one of the fundamental theories of the market economy (Bazylevych, Ilin, 2011: 3-4). Now, it is relevant too and motivates both the theoreticians and practitioners deeply and carefully reread the work "The General Theory of Employment, Interest and Money" once again. Although, J. Keynes has warned that the power of vested interests is greatly exaggerated in the comparison with the constant increase of the impact of ideas (Keynes, 2002: 149). It leads us to the conclusion that any idea must be both new and focused on the welfare. Therefore, we will not only detect the grounds of the vision of the public-private partnership already established in the theory of J. Keynes, but also we will try to find there those common aspects of the cooperation between the state and business. Those aspects, which will be able to persuade the business or according to J. Keynes, the entrepreneurs, to cooperate with the state authorities as the spokespersons of the state and its citizens for a long term and have the idea, which is broader than simply a guarantee of profits or privileges.

The equity contribution ensuring the state development is based on the assumption proving the dependence of the aggregate real income growth on the increase in the employment. Psychology of the society is that any growth of the aggregate real income causes the increase in the total consumption. Therefore, employers would have some losses if all the increased employment was aimed at the meeting of the increased demand and at the current consumption items. To maintain any given level of the employment, it is required to have current investments, absorbing the excess of the aggregate production above those, which any society wants to consume at a given level of the employment (Keynes, 2002: 12). Continuing to reveal the equity contribution, J. Keynes states that business revenues will be lower than those, which are necessary to make the entrepreneurs to focus their activities on the achievement of this level of employment if investments are not increasing. He also concludes that at the present value of the index, which we call the tendency of the society to consume, the equilibrium level of the existing employment, the level at which entrepreneurs generally do not aspire to expand or to reduce the employment will depend on the value of current

investments (Keynes, 2002: 12). The value of current investments in its turn depends on what we call the inducement to engage in investment activities being closely connected with the ratio between the schedule of the capital marginal efficiency and a set rate of the credit interest with different terms of credit repayment and degrees of risk (Keynes, 2002: 12). According to J. Keynes, the employer personally decide the type of the existing capital equipment will be used in each case. He also underlines that the company owning any capital equipment are concerned to combine it with the employment of a great number of workers (Keynes, 2002: 17). Any production increase or decrease can be examined in a firm or industry, which produces homogeneous products. However, when considering the aggregate activities of all the firms, we can consider that only the level of employment coincides with the number of some available equipment (Keynes, 2002: 17). The employment rate correlating with the capital may be the acceptable indicator of the volume of products manufactured in the economy for given amounts of the capital equipment. J. Keynes comes from the fact that these two values are changing in the same direction, though they do not always observe the same proportions in a parallel movement (Keynes, 2002: 17) J. Keynes suggests to measure changes in the current production output using the employing workers who use the existing equipment (Keynes, 2002: 18).

The first thing that should be noted is that J. Keynes considers the features of the decision-making by the businesspersons grounding on their assumptions and divides them into two groups. The first one – the entrepreneur plans the finished product price. The second group of assumptions on which the entrepreneur makes the decision involves issues concerning the structure of future earnings if such a businessperson will increase own capital assets to buy or produce the finished goods personally. Such types of calculations as well as the decision-making form either short-term or long-term assumptions (Keynes, 2002: 20). Thus, entrepreneurs must see the structure of their incomes to make a decision for the long term.

J. Keynes defines the effective demand as "the total income (or revenue) expected to be received by the entrepreneurs (including amounts that they will pay the owner of the other factors of production, as incomes) in accordance with the level of the current employment which they decide to organize."

Regarding the investments, J. Keynes concludes that the size of new investments should always be slightly larger than any disinvestments (objects made before) to fill the gap between the net income and consumption. This problem is becoming more acute in the capital increase. Moreover, new investments will be in sizes that exceed the current investments only when you can expect that the cost of such consumptions will grow in the future. Reducing the tendency to the consumption in a given time can only be adapted to social benefits if it increases (Keynes, 2002: 21).

J. Keynes indicates that the public attitudes realize the necessity of some aggravation in times to come, perhaps, only in cases when it deals with the public investments, such as the construction of roads, houses, etc. The customary non-support of job plans meaning the increase in the employment through the investments carried out by the central government and municipal authorities lies in the fact that it creates a source of difficulty in the period ahead (Keynes, 2002: 51).

Any investment activity for some extended lengths of time is called by J. Keynes as a very difficult decision because of some high risks and complexity of the future profit calculations. According to him, to make a professional investment is most complicated task, but only for those people, who make a deal with long-term investments, and are able to

contribute to the public interests more than others are. However, in practice, committees, boards or banks managing the investment funds often criticized them (Keynes, 2002: 74).

Thus, taking into account the approaches given by J. Keynes, we can argue that the public-private partnership as a modern form of the economic and investment activities is a form of impact on the employment. It is very necessary for the business (entrepreneur) to get profits and for the state to develop its economy.

The public-private partnership as a special phenomenon of the modern management and at the same time as a form regulating the economy should be based on the state and entrepreneur's behavior having been practically and theoretically studied by J. Keynes. He has taken into account the effective demands and assumptions as to the future income conditions of the investment effectiveness in the long term, the role of employment for the economy and the entrepreneur's results, the role of investment for the state and its economic development in future periods as well as the entrepreneur's behavior and place in society (Blaug, Keynes, Maynard, 2008).

Therefore, determining the public-private partnership nature, it is necessary to clarify its objectives, goals of its members offering the public-private partnership mechanisms and role of the government regulating the cooperation between the state and businesses to be clear when we talk about its direction and essence in fact, as well as the form of its implementation.

Our modern economic literature sources involve many different definitions of the public-private partnership. Scientists, economists and jurists differently explain and ground it. The most common in the economic literature sources and often used by the researchers is the explanation of this phenomenon given by Varnavsky V. G. He considers that the modern sense of any partnership of the state and the private sector means the institutional and organizational alliance between the public authorities and private businesses. Such an alliance assists to implement national and international, large and socially important projects in a wide range of activities: from the development of strategic industries and R & D up to the ensurance of public services (Varnavskyi, 2017). The definition is practically full and includes not only the essence, but also the features, mechanisms, enteties, purposes and scopes of the public-private partnership.

Most public-private partnerships are oftren defined as a mutually beneficial partnership among some public and private entities to get profit and social benefits in the fields of economy. Such a partnership grounds on the combination of the cash and other deposits of the other partners, and involves some sharing of risks allowing the partial exemption of the private subjects from the business risks (Halimovsky, 2011: 25). It focuses on the mutual beneficial cooperation and partnership among members and their goals achieving through the joint efforts.

In general, interpreting the public-private partnership essence, the attention is focused on the justification of the use or implementation of public-private partnership as the acceptable mutual activities in favourable conditions and prospects for its each participant. The ability to make a profit by providing these services is beneficial for the public-private partnership and state. The state has some benefits when it involves funds as the result of such a cooperation with the public private partners, as the state needs them at this time to reralize own functions, and sometimes it (the state) transfers some of own functions to its private partners in terms of the distribution of risks.

The public-private partnership is also determined as either the cooperation or integration of the state with the private sector by combining their tangible and intangible resources mainly in the areas characterizing by the inefficiency of the government

(Gerasymenko, 2010: 11). As we can consider, it focuses on the areas where the public-private partnership will be a collaboration of the public and private sectors. Factually, it can be possible only in the areas where the state requires some management and financial performance being currently impossible for it at that time. However, the purpose, importance and place of the private sector interests are not specified and defined. Therefore, we can assume that a theoretical definition of the public-private partnership will help the private entrepreneur to consider the cooperation with a state in the form of the public-private partnership as a promising form of business in the economically disadvantageous long run.

These theoretical aspects of the generalization mentioned above have been taken into account in the Law of Ukraine "On Public-Private Partnership". It stipulates the public-private partnership as the cooperation between the State of Ukraine, the Autonomous Republic of Crimea, local communities represented by the respective state authorities and local self-government (government partners) and legal entities, except the state and municipal enterprises, or individuals - entrepreneurs (private partners), which is based on the agreement (Law of Ukraine "On the Public-Private Partnership", 2010).

When considering the public-private partnerships, the economists often take into account the views of sociologists, jurists who accentuate own attention on public-private partnership as a partnership documented with clearly defined rights and responsibilities of its partners, the implementation mechanisms, and responsibilities of the parties. Such a viewpoint also extends the public-private partnership characteristic features, and is not contrary to the theory of J. Keynes as to the behavior of the private entrepreneurs carrying out any investment activities being reasonable, responsible and calculated. Projects required by the society are performed within the framework of the modern economic advancement (The Program of the Investment and Innovative Activities in Ukraine, 2011). All of the mentioned above significantly clarify the understanding of the economic and social feasibility of the public-private partnership and provide a guarantee of the public support in its social orientation being significantly able to contribute to the expected profits.

All definitions as to the public-private partnership essence are focused on the fact that the public-private partnership is the cooperation between the state and business. It is also considered as some mutually beneficial activities undertaken to implement projects, tasks where contributions are combined, risks are distributed, and benefits are gained, including the transfer of state functions to the private sector.

The public-private partnership special features include some voluntariness, publicity, and win-win both for the state and for the private sector, legalization of resources or other contributions of the parties, pre-defined rights, responsibilities, risks, results, interests of the parties and some mutual coordination with the effective implementation of projects and tasks in those areas, which are important for the society.

From this perspective, modern definitions of the public-private partnership nature and the theory of J. Keynes as to the private entrepreneur's behavior and tasks of the state in the advanced economy permit us to consider a public-private partnership as the coordination of some investment activities of the state and private entrepreneurs as partners in the long-term economic and social development.

With regard to this essence detailing, we can assert that features of the state partnership with business are given below.

First, the public-private partnership is an investment activity of partners, but is not their mutual investment activity.

Secondly, it is a coordination of partners' actions in each project, which is legally enforceable and regulates the activity of each of them.

Finally, each collaborator being the participant of these long-term partnerships implements socially significant projects through the increased employment and contributes benefits to the economic development of the society.

The increase in the employment is achieved through the implementation of the comprehensive partnership between the state and the entrepreneur, where each of the partners does not set out to contribute to the growth of the employment, but the realization of their investments in the project just increases the employment. Moreover, it positively impinges on the propensity to consume and save, and increases the aggregate demand under the mechanism grounded by J. Keynes for the economic development and the special role of the state in it.

The role of the organizer and the declarant of the specific project of the partnership belongs to the state in the public-private partnership. A share of the private partner may be different. According to the methodology of the World Bank, the projects of the public-private partnership are considered as projects having been realized and based on the management, lease, concession, and sale of assets agreements. This project is considered as a public-private partnership if the private partner involved in its implementation and sales at least 25% and assets in the project – 5% of the shares belonging to the private owners (Ukraine – Private Infrastructure Projects – The World Bank & PPIAF, 2016). Such an approach to the private partner's share in the project makes an additional argument to understand the public-private partnership as a set of the coordinated actions under the investment activities of the state and private entrepreneurs as partners in the long-term economic and social development is not reflected in the Ukrainian legislation. However, there is clearly specified that the objects of the public-private partnership cannot be privatized for the duration of the agreement and the objects of the public-private partnership cannot be objects of any privatization. That does not allow the use of the public-private partnership for the redistribution of any property and promotes a responsible decision on the part of the private partner in the project as a long-term investment with a reliable partner - state. The World Bank monitoring of the public-private partnerships by its methodology can be considered as an illustration of the real status of the public-private partnership development in the world and a reference point for the development of the public-private partnership in Ukraine (Private Participation in Infrastructure Database Expanded Methodology).

The public-private partnership management practice as well as the international experience prove that the mechanisms chosen to perform the cooperation among the public authorities and private partners of each country depends on the status and existing factors of its economic development. Its managerial culture, social responsibility for the national business traditions and levels of the national legal system development, the state guarantees and responsibility for the compliance with the economic rights and freedoms are also important herein (Institute for Public-Private Partnerships). However, when choosing a joint mechanism of the public-private partnership, the cooperation of its members has to ensure each partner the opportunity to reach their goals, and project objectives according to J. Keynes.

The private partner can expand its activities and fill it with new content in a partnership with the state, despite to solve more and more problems in the constant search for ways to maximize own profits. J. Keynes warned that not only profits determine the entrepreneur's behavior in his work. Carrying out the joint activity with the state aimed at the development of

its economy and the welfare of its citizens, the private partner can expect to get the access to state property. Moreover, any partner obtains other benefits like tax benefits, to attract monetary funds together with budget funds as a share of the state in the partnership. As a result, it stimulates business development, overcomes barriers to entry in new markets for goods and services. This business is a compelling argument and a stimulus to invest and find some increasing profitability and guarantees to save the invested capital.

Achieving a common goal of the public-private partnership with a clear legal regulation and complete fulfilment of obligation by each partner will not be manifested in the countervailing interests. The reconciliation of the private entrepreneur and public authority will have been regulated before the realization of such a partnership. It is the stage when the partner is selected through the competition analyzing the private partner compliance with the objectives of the project and its ability to provide the expected benefits. The public-private partnership with the state is the coordination of the investment activities carrying out by the state and the private entrepreneurs jointly as partners in the long-term economic and social development. Therefore, multidirectional interests are impossible in the public-private partnership. Partners become those candidates who have the partner's goal as own purpose. A profit of the private partner should be the task of the state and reward for the successful investment and socially significant results.

When choosing a partner, the state is obliged to provide such conditions for the private partner to satisfy those interests, which have been declared in the partnership agreement and to invest, as it has been prescribe herein. Interests of the private partner will be satisfied only after the satisfaction of the public interests whose guarantor is the state, but in this partnership – the employer and the state.

Therefore, the public and private sectors and their cooperation cannot be considered in the case of the public-private partnership. The partnership is possible only between an entrepreneur and a public authority both as the state representative and the spokesperson of the society.

According to international practices, the state initiates the long-term cooperation, defines the requirements for the future private partners, and determines the results of the partnership (Public-Private Partnerships in Europe – Before and During the Recent Financial Crisis, 2010). However, if the state sees an opportunity to organize and coordinate the private partner's activities out of the partnership agreement in case of the public-private partnership or to change terms when it is imperfect, then to find a private partner for the long-term investment cooperation will be a challenge. It shall become a cause of the non-proliferation of the public-private partnership as a new way of the state economic development and investment growth.

Thus, the overall aim of the public-private partnership and its main features became the ground of the consistent use of public and private resources to solve problems of the state and society through the involvement of the private investors and efficient use of the combined capabilities and maximization of benefits gained in the results of mutual cooperation of both parties. So, the state uses this partnership as a tool to get investments, to obtain the meaningful social effect, to reduce the rate of unemployment, to improve the living standards and economic development.

The state can add the consultative functions as a partner of the public-private partnership for its further development. It will be performed by the relevant ministries and agencies, or specially authorized bodies (The Briefing Note of the National Institute for Strategic Studies under the President of Ukraine). Main areas of their work should be the

development and implementation of the investment policy through the public-private partnerships, monitoring the performance of the executive bodies and local authorities in the implementation of the public-private partnerships and its agreements.

Findings and Conclusions

1. Based on the theory of the behavior of a private entrepreneur and tasks of the state in the economy determined by J. Keynes, we concluded that any public-private partnership is the coordination of the investment activities of the state with private entrepreneurs as partners in a long-term economic and social development.

2. The features of the partnership between the state and business is that the public-private partnership is initially an investment activity of each partner, and is not their joint investment activities. Then, the coordination of their actions in each project is legally enforceable and regulates the activity of each partner individually and finally, each partner participating in this long-term partnership implements socially significant projects through the increased employment favourably contributes to the economy and society.

3. The partnership mechanism control should be practically performed, but the monitoring of the partnership investment results by each partner shall have been discussed and agreed by the partnership partners before its implementation. The long experience of countries that have already implemented some projects of the public-private partnership having had the public approval and recognition, confirms it.

4. The state responsible attitude is the basis for the mutually beneficial investment partnership, which determines clearly and in details the ways of the distribution and execution of investment obligations by the partners under the agreement. The public-private partnership effectiveness for each of its partners is to increase the employment in the country creating conditions for the promotion of the social economic development strategy and accelerating the economic growth of the country.

5. Successful global and national projects of the public-private partnership will give business some confidence concerning possibilities and benefits of the cooperation with the state as a reliable investment collaborate for the long term.

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MODERN TOOLS FOR EVALUATING OF THE COMPANY COMPETITIVENESS RESOURCE BASED ADVANTAGES THEORY

Viktoriiia Radko

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economics University
named after Vadym Hetman,

e-mail: radko_vm@kneu.dp.ua, orcid.org/0000-0003-0351-2573, Ukraine

Svitlana Matsyura

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economics University
named after Vadym Hetman,

e-mail: mazura_si@kneu.dp.ua, orcid.org/0000-0002-3243-7683, Ukraine

Olga Nikolaichuk

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economics University
named after Vadym Hetman,

e-mail: olganicolaychuk@rambler.ru, orcid.org/0000-0002-7197-4713, Ukraine

Evalds Viskers

PhD, Rezekne Academy of Technologies,

e-mail: evalds.viskers@rta.lv, orcid.org/0000-0002-9639-7385, Latvia

Abstract. The modern tools for evaluating the competitiveness of the company based on the sources of sustainable competitive advantages have been grounded. It will allow implementing an integrated model of the assessment of the enterprise competitiveness at the operational, tactical and strategic level.

Keywords: Competitiveness of the company, methods of competitiveness evaluation, competitive advantages, resources and capacities of the company, the value of the product.

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Introduction

The issues of competitiveness at certain times were of great interest for many scientists-economists who represented various scientific schools. As a result, the fundamental basis of the competitiveness theory was laid down by the works of J. Schumpeter, P. Heine, F. Hayek, K. Marx, J. Mill, A. Marshall, J. Robinson, E. Chamberlain, J. B. Barney (Barney, 1991), A. Lerner, K. Wicksell, J. Ke, M. Klos (Ke J., 2015; Baran, Klos, 2014). The problem of competitiveness in scientific literature and practice began to be actively studied only in the last two decades.

In scientific papers, the general issue of managing competitiveness is traditionally analyzed, but the study of the peculiarities of developing a strategy for its provision is debatable, fragmentary. In particular, a complete scientific form for theoretical awareness of the importance of the theory of resource advantages hasn't been found, the theoretical aspects for the management of the competitiveness dynamics have not been sufficiently worked out; the sectoral peculiarities of the intensification of the internal economic potential of implementing sustainable competitive advantages haven't been fully taken into account.

The significance and relevance of these problematic issues predetermined the choice of the theme for this scientific article, as well as they determined the purpose of the research.

Justification of the methodology for evaluating the competitiveness of the enterprise based on the sources of sustainable competitive advantages

One of the analytical tools that can be used to identify organizational capacities is:

- functional analysis, i.e. to identify the company's specific capacities for sustainable development in each functional area of activity. Such capacities are manifested through the presence of clearly worked out procedures (operations, processes);

- analysis of the chain of value creation according to M. Porter (Porter, 1987). To do this, the decomposition of the company's activities is made in the context of the main and auxiliary processes of the chain, and for each of them the ability of the enterprise to ensure sustainable development is determined.

The evaluation of resources and capacities of the company is based on two criteria: the possibility of generating economic benefits (rent); the ability to create an innovative value for the consumer. At the same time, the diagnostics of the profitability potential of resources and competencies is carried out in three directions: assessment of the level of achieved competitive advantage; assessment of the sustainability of the competitive advantage; assessment of the level of development of results (Fig. 1).

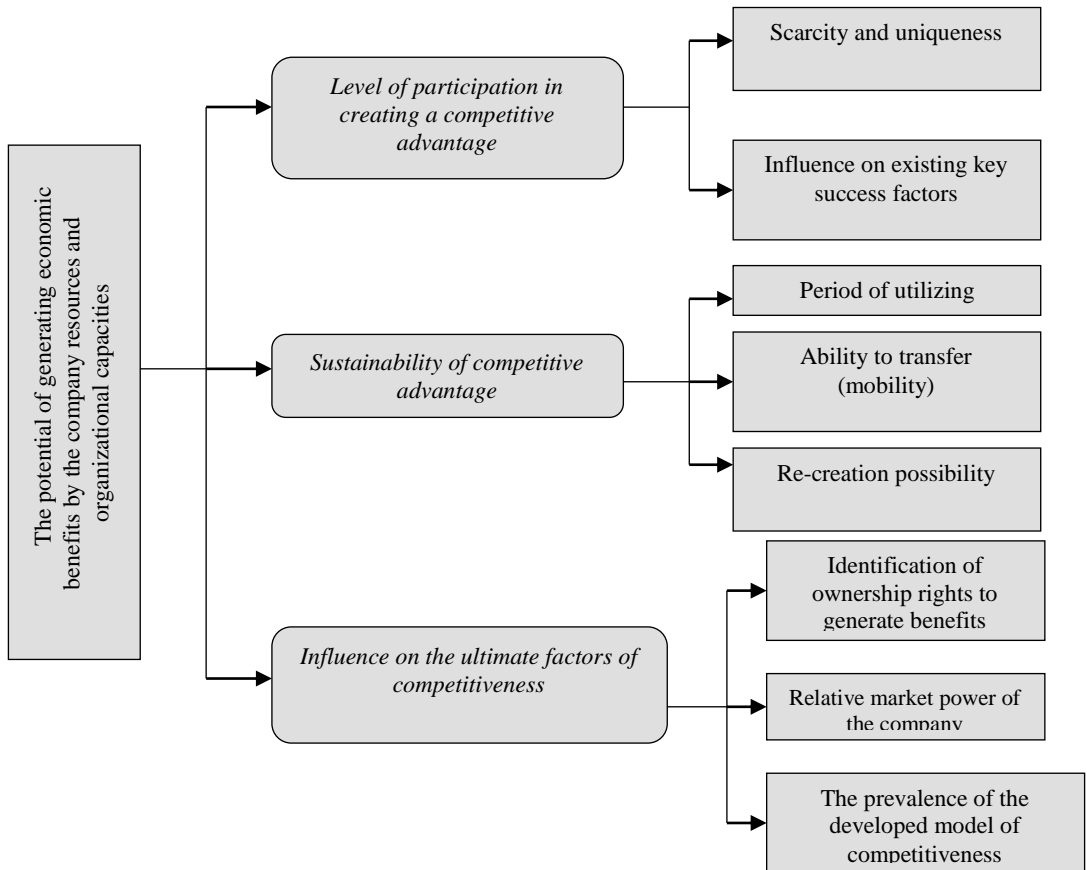


Fig. 1. "Tree" of potential of generating economic benefits by resources and capacities

In order to identify the competitive advantage achieved, two conditions must be fulfilled: the uniqueness or scarcity of the resources, competencies or organizational capacities that the company possesses, and their interconnection and influence on the formation of key success factors.

The evaluation of the sustainability of the competitive advantage involves determining the period of its effective use for proactive development, the level of mobility (transfer costs among competitors, availability of information on sources of competitive advantage, the possibility of complementing competitive advantages, etc.). The influence on the ultimate factors of competitiveness is characterized by the relative importance of resources, capacities and competences of the company in the process of transformation of the level of competitiveness (operational, tactical, strategic) (Radko, 2012).

To evaluate the resources and capacities of the company in the other direction - the opportunity to create an innovative value for the consumer - it is recommended to use the matrix "the relative value of resources / capacities - the relative value (quality) of products (services)" (Fig. 2).

The value (quality) of the product (service) created by resources and capacities

		lower	equal	higher
The cost of company resources	lower	1 <i>Uncertain competitive position</i>	2 <i>Dynamic competitive advantage (tactical level of competitiveness)</i>	3 <i>Sustainable competitive advantage (Strategic level of competitiveness)</i>
	equal	4 <i>Competitive weakness</i>	5 <i>Competitive balance</i>	6 <i>Temporary competitive advantage (operational level of competitiveness)</i>
	higher	7 <i>Competitive weakness</i>	8 <i>Competitive weakness</i>	9 <i>Uncertain competitive position</i>

Fig. 2. The matrix of the position of competitiveness of the enterprise

The usage of the proposed matrix allows us to identify the type of competitive advantages of the enterprise or the type of a competitive position. As it can be seen from the figure 2, in the matrix plane there are 6 types of cells:

- an uncertain competitive position – it characterizes two extreme positions of the enterprise among competitors, low costs - low value of the product (services), or high value, subject to unreasonably high costs for its creation;

- a competitive weakness - the enterprise is loss-making, and its market power is weak, since high costs of resources do not provide manufacturing of the product of the required value level;

- a competitive balance - a position that is characteristic for enterprises approaching the market leaders. Qualitative changes in production technologies and taken into account changes in consumer demands may become the basis for the formation of a higher level of competitive advantage for such companies;

- a temporary competitive advantage - it is achieved by the enterprise in the short term and is widespread among other competitors;

- a dynamic competitive advantage – it characterizes the high level of efficiency of the enterprise usage of resource potential in comparison with competitors. However, it creates an unstable market position, since the company's products do not differ in their value from competitors;

- a sustainable competitive advantage - it is typical for market leaders who have significantly shifted from their closest competitors and created high resource or marketing barriers for rivals (Radko, Matsyura, 2013).

The graphic interpretation of the competitive position of the company in the coordinate system "cost of resources / capacities - the value of products (services)" is shown in Fig. 3

Guided by the logic of a proposed by us transformed model of strategic analysis for sustainable competitive advantages, it is necessary to determine the consistent link between the internal elements of competitive advantages, namely: strategic resources, organizational capacities and competencies.

The main task of the strategic analysis of resources, organizational capacities and competencies of the company is to determine a sustainable competitive advantage and to develop a mechanism for its support and development in order to increase the competitiveness of the enterprise in the long term. The goal set involves performing several tasks. In the first place, it is necessary to model the internal structure of the relationship between the existing resources, capacities and competencies of the company. To do this, in the process of forming a system of business processes of the company, the capacities and resources involved in creating the product (services) are determined and their impact on the final consumer value is estimated. The determination of the set of the company competencies is carried out on the basis of studying the peculiarities of the business system functioning with the use of expert assessments.

As an instrument for identifying the relationship between "resources - capacities - competencies - competitive advantages", it is expedient to use the methodology of forming relational matrices. A relational approach, in particular, is used to generate and analyze databases.

Therefore, the analysis of the above approaches and methods shows that in the modern literature the issue of evaluating the competitiveness of enterprises is reflected quite widely. Existing techniques are not without contradictions as to the factors of which character (internal or external) have a decisive influence on the level of competitiveness of the enterprise. Obviously, even for enterprises of the same industry, the priority of these factors will be different.

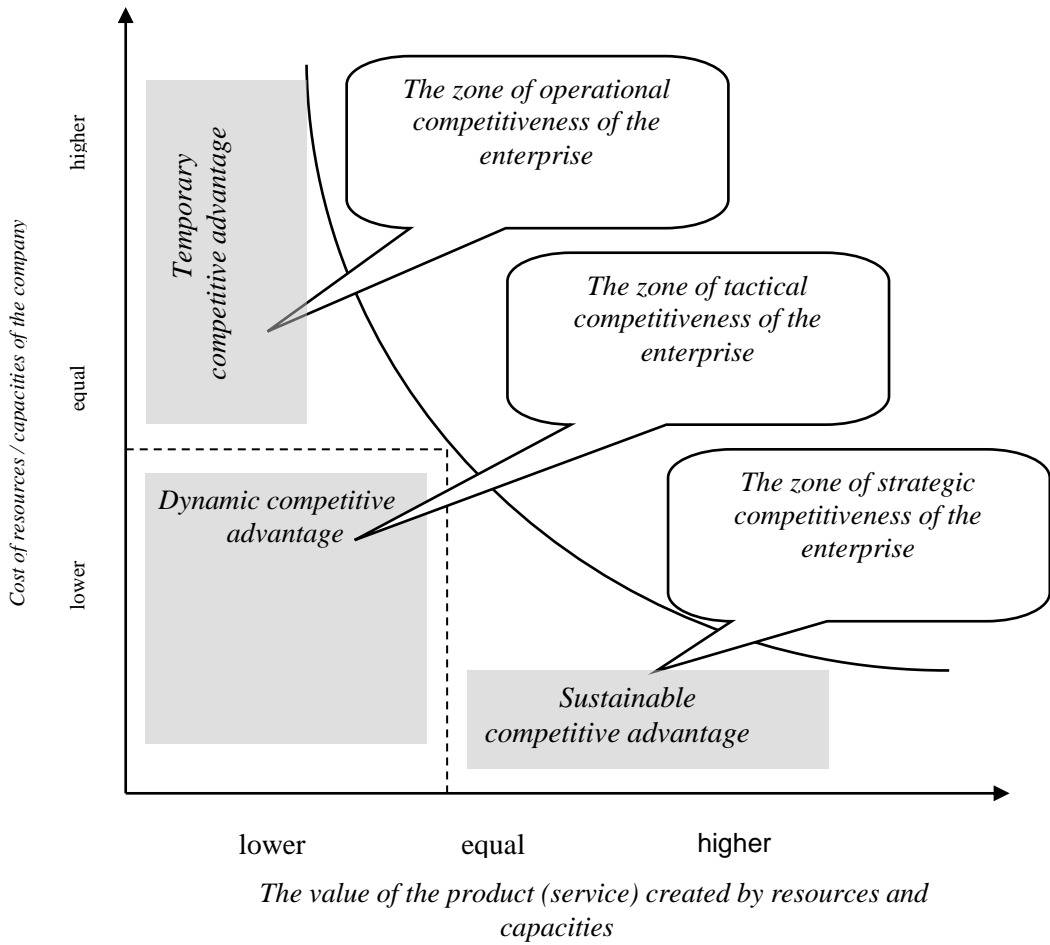


Fig.3. Graphic interpretation of the competitive position of the company

Conclusions and suggestions

The most significant drawback of a large part of the worked out techniques is the lack of consideration of the time factor, that is, the evaluation of the competitiveness of the enterprise in the dynamics. Instead, most methods are based on fixed valuation parameters that characterize selected business areas in statics, or on a given date based on past events. Such logic of determining the competitiveness of an enterprise does not correspond to the current realities of the functioning of enterprises in a highly dynamic market, where the life cycles of products, technologies, enterprises, industries and competitive advantages that can be used to ensure competitiveness are reduced.

That is why we have grounded the modern tools for evaluating the competitiveness of the enterprise based on the sources of sustainable competitive advantages. The use of the proposed tools will enable an integrated model for evaluating the competitiveness of the enterprise at operational, tactical and strategic level.

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INFORMATION SUPPORT OF MANAGEMENT OF INTERNATIONAL OPERATIONS

Kateryna Datsko

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economic University
named after Vadym Hetman,

e-mail: datsko_kp@kneu.dp.ua, orcid.org/0000-0002-8617-6925, Ukraine

Juan Campechano Covarrubias

Prof., SNTE Sindicato Nacional de Trabajadores de la Educacion,

e-mail: deduc.jcc@snte.org.mx, Mexico

Abstract. The article summarizes the constituent elements of the information provision of management of international operations. The key problems faced by enterprises in implementation of international activities under the conditions of instability of economic and political processes were identified.

Keywords: international operations, accounting software, analysis, management.

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Introduction

Under the conditions when the world demonstrates low economic growth indicators, while developing countries continue to integrate and deepen financial markets, it is necessary to perform management of risks and factors that influence the world economic processes. The development of processes of integration and globalization contribute to promoting scientific research aimed at improving the effectiveness of the implementation of international operations and foreign trade activities of industrial enterprises using the advantages of international economic integration. The definition of the main strategic directions of integration into the world economic space seems important. Defining priority forms of development of foreign economic activity in the context of international integration needs further research and development. The system of management methods in the framework of international operations at micro and macro levels needs to be developed and improved. The above issues identified relevance and focus of the study.

The economic essence of international operations

Foreign economic activity of enterprises is implemented by the international commercial operations, which represent a set of operations on exchange of goods in material form, different types of services, transactions on the exchange of products of intellectual activity. All these operations should result in profit, that is, these transactions are of commercial nature. Commercial operations do not include operations related to the provision of humanitarian assistance, keeping international relations in the fields of education, culture, sports, etc.

Grouping objects of research based on their characteristics allows to identify key areas for further research and to identify the characteristics of a particular category. We consider it is appropriate to present the classification of international commercial transactions.

Fig.1 shows the conventional classification of international transactions that are of a commercial nature.

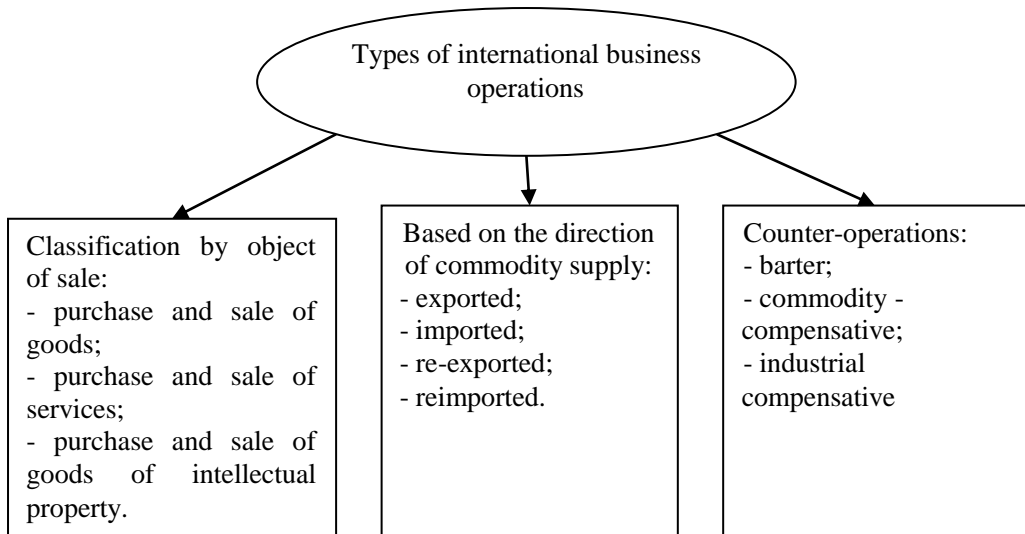


Fig. 1. Classification of international commercial transactions
[summarized by the author]

The classification of international transactions specifies that the export-import operations are the basis for the international activity of the country. This provision is confirmed by statistical data. Let us consider the statistics according to the volume of export-import operations in the leading countries of the world.

The development of the international market indicated to continued positive momentum of international operations, as evidenced by the statistics of export and import transactions of the countries-leaders in the implementation of international operations in the world (Table 1).

Statistics shows that the trade balance indicators are different in the leading countries of the world. So, in the European Union there is a phenomenon of strong export, but in the U.S. import prevails over export operations, which indicates the passivity of the trade balance, which is reached by a too high level of imported goods in the country in terms of technical equipment of production capacities. In turn, this country ranks third in the world in the export of its goods.

We should note that the countries with developed market economy and a relatively stable political situation in the country are the leaders of the export-import activities. However, these types of international commercial operations have their own characteristics and, accordingly, their own problems of management.

Table 1

Statistics of export-import operations in the world for 2016 (according to the data of the Central Intelligence Agency), USD mln.

Country	Export volume	Import volume
USA	2 259 000	2 244 000
China	1 471 000	2 205 000
Germany	2 011 000	1 437 000
Japan	1 283 000	987 600
UK	641 400	629 800
France	412 100	581 600
Hong Kong	505 400	525 400
Canada	487 700	509 500
South Korea	402 400	419 000
India	509 000	405 100
Netherlands	271 600	402 400
Mexico	460 100	376 300
Italy	359 300	372 800
Spain	436 300	372 200
Singapore	266 300	287 900
Belgium	353 300	271 300
Taiwan	250 800	251 700
United Arab Emirates	314 800	248 700
Switzerland	316 000	246 900
USA	301 100	243 400

The problems of management of international operations

The combination of theoretical approach (modern systems of management of international operations) and practical studies of the dynamics of international transactions in the world, identified the issues of management of international operations.

The modern economic processes produce negative impact on the functioning of the international market and the development of operations of foreign trade. Let us define global constraints in the implementation of international activities:

- the structure of international companies - national monopolies with foreign assets, manufacturing, sales and marketing activities that go beyond one state, or international corporations uniting the national companies of some the states on an industrial and scientific-technical basis (a multinational company);

- foreign legislation and regulations – the structure of international agreements (contracts); international transport INCOTERMS rules recognized by governmental bodies, law firms and traders around the world as the interpretation of the terms most applicable in international trade;

- rules of international accounting – accounting and financial reporting according to international financial reporting standards;

- features of insurance of export-import operations – the stipulate a set of types of insurance that provides for the protection of domestic and foreign participants of those or other member firms of international cooperation;
- calculation of cost and global pricing strategy;
- currency fluctuations;
- logistics of international operations;
- communication difficulties and cultural differences;
- political risks;
- the complexity of the supply chain and the risks of labour exploitation;
- world environmental problems.

The fact that foreign economic relations belong to the economic ones defines the methodology of regulation of these relations. Considering the theoretical research we can define the following methods of management of international operations:

- the method of autonomous decision making by entities (to voluntarily engage in foreign economic relations; to carry out any types of international transactions, except those prohibited by law; to conclude the external economic contracts and to identify the obligations on them under the laws, and the like);
- the method of government regulations, according to which the activity of entities is subject to mandatory models of relationships defined by the legislation (the need to obtain export or import licenses; compliance with the rules of payments in foreign currency; the maintenance of order and terms of carrying out of separate kinds of foreign trade operations);
- method of recommendations according to which the state regulates the behavior of subjects of economic relations through the recommended models of the relevant relationships.

The system of information provision for the management of international operations

For the effective management of international operations, one needs to consider them as a system of international business, that is a system of business relationships and economic transactions which are performed by subjects of managing from two or more countries with the aim of making a profit, confirmed by the foreign economic contracts or agreements.

Considering the development of international relations and existing problems in the international market, it becomes possible to identify the main characteristics inherent to the system of international operations:

- significant increase in turnover under the influence of scientific and technical progress;
- deepening of internationalization;
- global nature of international business is its most important feature: it covers the world system business information exchange, world financial market, global structure technological innovation;
- deepening of the international division of labour;
- change of the structure of goods and services in world trade (an increase in the proportion of products, reduction of raw material);
- appearance of the dependence of some of the subjects of international business from foreign partners;
- considering cultural factors in business, i.e. all the requirements and limitations imposed by the culture of the country to those who are engaged in business there or in business in it;

- setting up under the influence of scientific and technical progress of deep technological ties between actors in global business.
- acceleration of the objective process of the international division of labor
- goods in international trade are intermediate products, not end products.

Let us summarize the characteristic features of the international operations in the information management system for management of international operations (Fig.2).

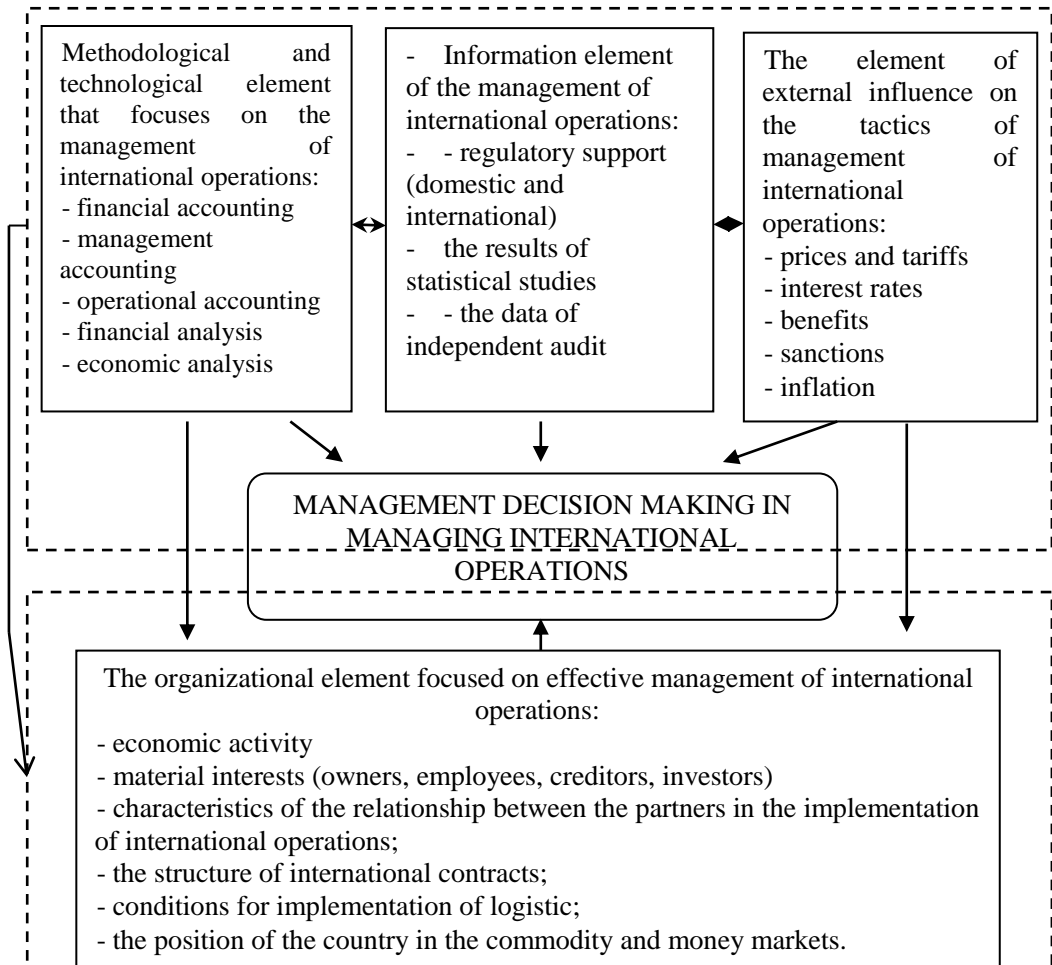


Fig. 2. The mechanism of functioning of system of information support of management of international operations

These components of information management system comprehensively play the role of effective management mechanism. However, special attention should be paid to the individual components of the system, namely, in the execution of international agreements (contracts) and financing of export-import operations.

International agreements should ensure the fulfillment of set of international rules in the field of foreign trade. Correctly formulated international agreement makes it possible to avoid or at least greatly reduce the uncertainties of different interpretations of such terms in different countries.

Thus, the international cooperation agreement must identify the following problematic aspects of international cooperation:

- to establish the distribution of transportation costs for delivery of goods between the seller and the buyer, that is, to determine what costs and to what point are borne by the seller, and which, starting from what moment are borne by the buyer;
- to specify the moment of transition of risks of damage, loss or accidental destruction of the goods from the seller to the buyer;
- to determine the date of delivery of the goods, that is, the determination of the time of the actual transfer by the seller to the buyer or its representative - for example, the transport organization - and, therefore, execution or fulfillment of the first of its obligations under the terms of delivery.

The management element that requires more detailed consideration – financing international transactions. This element becomes relevant in a crisis of insolvency of enterprises and lack of available funds. Financing of export-import operations is such an area.

The essence of financing of imports is to ensure the bank payment of the obligations of the importer under the contract at the expense of foreign financial institution, that is to ensure the actual receipt of the deferred payment, unless it was not provided by the exporter, or if his period was not enough for the importer to mobilize the necessary funds. At the same time, the exporter is guaranteed to receive revenue immediately upon the shipment.

The essence of export financing is to ensure that the bank receives from the domestic exporter the funds to cover its cost for production and delivery of the goods until actual receipt of payment from the importer. This scheme allows to produce the required products without diverting its own funds.

These areas of funding are provided by commercial banking institutions. However, the specific conditions of foreign trade resulted in the emergence of special forms of collateral credit. Therefore, the main instruments of financing foreign trade are: factoring, forfaiting, leasing, warranty, counter transactions, project financing, industrial cooperation, joint ventures and participation in the trade of financial institutions. These financing methods are quite common in advanced economies, however, they need improvement in terms of organization and accounting processes in countries that are developing. Therefore, further research should be directed at improving the basic tools of administrative-organizational and financial state support of exports.

The shifts of emphasis of accounting as the basis of information management international operations require further study of accounting mechanisms. In turn, the core is the organizational element that determines the particular relationship of enterprises in the process of international trade. Therefore, organizational features in terms of international agreements (contracts), organization of the logistics part of international transactions and methods of financial provision of their implementation require further research.

State support of export operations

World laws of economics determine that the primary purpose of the development of international activities is the promotion of exports of own products, creating a trade surplus

and attracting foreign capital into the country. To support export enterprises, each state runs a series of measures to stimulate domestic export.

The concept of export promotion emerged in the late nineteenth century, laying the foundations for the formation of state policy of export promotion as a component of foreign policy. The reasons for this occurrence can be considered as multiple crises of overproduction in the leading countries of the world and the formation of the neomercantilist trade policy in some countries. The German scholar G. Vilitskyi defines export promotion as a combination of such measures that give individual exporters the incentive to improve their export turnover.

Swiss Professor D. Lefebvre considers government activities, with a clear or classified purpose of physical and (or) increase the cost of exports to be export promoting actions. Those incentives that do not purposefully, but still directly affect particular exporters, increasing their exports, are thus excluded from conceptual construct.

Scientific researches distinguish the French and the German models due their polarity in relation to the role of the state in the process of export promotion. Germany adheres to the principles of subsidiarity of state intervention (through delegation of authority), liberalism and decentralization, while France defends ideas of close coordination, planning, active state intervention in economic life and centralization. Given the Ukrainian experience of centralized management of the economy, and the need to build an aggressive model of export promotion, let us define the main ways of state support of export operations:

- implementation of credit programs to support exporters. Credit support is provided from the state budget through authorized banks;

- the operations of export credit insurance, direct investment, foreign economic contracts. All of these operations, loans and investments are subject to insurance against non-commercial risks, and if necessary - they can be reinsured;

- implementation of partial compensation of interest rates on export credits. Compensation is based on the difference in lending rates in the country of the exporter and the buyer;

- providing exporters with loans from the state budget for payment of insurance claims. Loans are provided under insurance contracts for export loans, investments and foreign economic contracts. They are aimed at minimization of commercial and non-commercial risks that could disrupt the Ukrainian exporters;

- the government provides warranties to ensure compliance with the debt obligations of the exporters;

- export orders for the production of products that provides manufacturers of such products guaranteed sales of their products under favorable conditions. In the case the enterprise gets export order the state may participate in export credit insurance within the state standards of subsidies, and large orders, providing long-term financing on the part of the buyer or its bank, is provided by cover of credit risks and risks of change of exchange course;

- functioning of export credit agencies (ECA) – the insurance agencies, banks or departments of ministries, which implement the state policy of export support through insurance of export commercial and political risk guarantees to ensure competitive terms to promote the products/services of domestic firms to international markets, stimulate and provide a guarantee of investment abroad (Belinska, 2008). Thus, they contribute to reducing risks for the bank, which provides financing and helps the recipient of funding to sign a contract with the bank on more favorable terms. The money is returned by the buyer directly to the bank that provided the financing. The creation of ECA today should be one of the

priority tasks for the government, especially of those countries those that are in a transitional development path of the economy.

Today ECAs operate in more than 100 countries of the world, particularly in Germany (Hermes), Spain (CESCE), Czech Republic (EGAP), Poland (KUKI), France (COFACE), Italy (SACE), Hungary (MEHIB), United States (US Ex-Im), etc. Sometimes functions of ECA are performed by National development banks. According to expert estimates, on average, the ECA can provide an additional 12% increase in the export of the country, and one additional dollar of ECA budget – approximately \$302 of additional export (in this case, there is a difference across regions - in OECD, the corresponding figure is \$160) (Sydyachenko, 2002).

The previous list of actions can be expanded, given the specific characteristics of the management system of individual state to enhance the position of the company in the international market. The expansion of export activities puts a task for the country's economy that is to ensure the implementation of potential opportunities of production and competitiveness of the national economy.

Conclusions and suggestions

The identified components of information provision of the management of international operations and their characteristics that were provided give us possibility to state that while choosing potential partners one needs to examine various aspects of their activities:

legal, i.e. the study of the norms and rules operating in the country of a potential partner and having direct or indirect relation to cooperation;

technological – the study of the technical production level of the firm, its technological base and production capabilities;

scientific and technical – information about the organization of research activities and costs;

organizational – studying organization of enterprise management;

economic – assessment of the financial position of the company.

Effective cooperation in the sphere of foreign economic activities depends on these factors, which proves the necessity of development of methods of analysis and assessment of potential partners in the implementation of international operations.

In turn, stimulation of international operations influences the general development of the economy in the following way:

1) the predominance of exports over imports will be achieved (i.e. net exports will be positive);

2) the share of revenues from foreign operations in the total costs of public economy will increase;

3) the processes associated with the regulation of export-import relations will be monitored twofold: a) on the one hand, by the governmental structures and institutions; b) on the other hand, by the public.

Thus, for the country it becomes possible to go beyond existing limits of its capacity under the condition of increasing the number and improving the quality of the commodity, economic, environmental and social potential. The distribution of funds for lending is becoming the strongest stimulus for the development of export activities and, consequently, economic growth, and plays a significant role in increasing the trust of foreign business and

investors to domestic companies. This, in turn, will lead to the general improvement of the socio-economic condition of the country.

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CONTINUOUS AUDITING AS AN ELEMENT OF EFFECTIVE CORPORATE GOVERNANCE

Maksim Dmitrenko

Postgraduate student, Kryvyi Rih National University,
e-mail: m.k.dmitrenko@gmail.com, orcid.org/ 0000-0003-2553-7122, Ukraine

Andrey Matsegora

Leading auditor, PJSC "ArcelorMittal Kryvyi Rih",
e-mail: andrey.matsegora@arcelormittal.com, Ukraine

Abstract. The article deals with the features of the control methodology of continuous audit, its main principles, the advantages of creating an effective system of continuous audit and risk management of large companies.

Keywords: Continuous auditing, automated indicator information system, internal audit.

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Introduction

The development of the world economy in modern conditions raises the problem of risk optimization with particular urgency. According to a research of Ernst & Young, conducted in Europe, today the management of companies faces with more complex issues than ever before.

The wide spread of computerization of accounting promoted the development of works aimed to automate the audit process. The development of networks data transmission allowed to organize remote interactive access of auditors to information about relevant events and their results. All this opened the way for the implementation of continuous audit.

Continuous Auditing as a tool of effective corporate governance

The most valuable task is to improve the quality of the management level, which involves creating an internal control, audit and risk management. Moreover, as demonstrated by the practice of large companies, the most effective way is the construction of a single risk-oriented system of internal audit and control, which includes three key strategic directions:

- formation of a risk-oriented system of internal control based on the strategy of quality improving;
- development and improvement of activities functionally structured system of internal audit (SIA) on the conditions of centralization;
- establishment of a monitoring mechanism for prevention of abuses in the financial and economic sphere through the integrated program. In the course of operational exchange of information, relevant information must be identified, recorded and timely transmitted in a form that allows auditor effectively use it.

The most relevant method of internal audit, allowing to ensure a control procedure at all levels of management, to identify main risks and their acceptable level, to develop

procedures and processes aimed at Identify and track changes, to demonstrate the importance of internal audit and compliance with ethical standards is a method of continuous auditing.

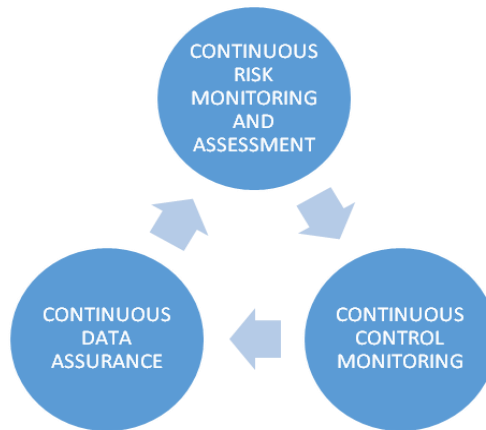


Fig. 1. System of Continuous auditing

Continuous auditing is an audit method in which all financial documents are evenly distributed which allows you to identify and correct errors before the end of the fiscal year. Continuous audit consists of three main parts:

- continuous data assurance (CDA);
- continuous control monitoring (CCM);
- continuous risk monitoring and assessment (CRMA).

CDA checks the integrity of data passing through the informationsystems. CDA also provides the extraction of data from IT systems.CCM provides the ability of continuously and automatically control

of operations, comparing them with pre-defined keyindicators for identifying abnormal situations. With a significant differences the "alarm" is triggered and information is sent to theauditors and stakeholders.

CRMA in real-time aggregates data for various types offunctional tasks, providing an integrated approach to evaluationrisks.

Intensity of deployment of continuous audit determines many factors such as characteristics of

economic sector, industry, enterprise, type of audit etc.

In particular, some parts of the information systems of organizations are more suitable forcontinuous audit than others. For example, the functional control areacash transactions - one of the first candidates fordeployment of a continuous audit due to high level of automation and inherent risks. In general -the choice of functional areas fordeployment of a continuous audit depends on:

- a) the importance of a higher frequency of audit for the area;
- b) the opportunities provided by this area forautomatic control.

For example: regulation of monetary transactions. In most cases it is important to check the availability of positions and, at the same time, checking the availability of positions is automatically relatively simple, because money management systems are almost always highly automated.

Also some branches of business are more amenable continuous audit than others. For example, the market of papers is almost completely automated and many of the required data are almost spontaneously. In addition, rapid and unpredictable changes in the quotations of securities make such an audit especially important for interested persons. Similar situation is also formed in practically all new "digital" economy.

To a large extent, the success of the audit depends on financial (and other) advantages of the audited organization and spending on implementation of audit. These costs can be divided

on direct and indirect.

Advantages for the audited organization include:

- the benefits obtained through the rapid identification of deviations and irregularities in activities of organization;
- the more optimal use of available resources of monetary and material resources;
- benefits derived from the reduction of number of on-site inspections and others related to control costs.

Direct costs include the cost of development (or acquisition), as well as the cost of commissioning a continuous audit system. The advantages for an audit firm are to reduce direct control costs, to constantly save labor costs associated with a routine audit, as well as to save travel expenses and time for face-to-face meetings etc.

The quality of the audit depends on a number of factors. So, the timeliness factor has big importance. The introduction of a continuous audit makes sense only when the results obtained by it are promptly in demand by the management of the audited organization and used by it for improving the quality of management, for reducing the costs of the organization, for increasing its revenues. Particularly well, if continuous audit not only reports timely relevant events, but also warns about their possible consequences. And the frequency of control is important not only for the audited organization, but also for other users of its financial information. For example, a higher frequency of audit of debt obligations, on the one hand, allows organizations optimally pursue their debt policy, and, on the other hand, debtors can more quickly prevent violations of debt agreements and take appropriate preventive actions.

A significant role also plays such factor as thoroughness. Continuous auditing is carried out automatically, which means that selective test typical for traditional audit is replaced by a continuous one. It allows to check all set of data related to the investigation area. In addition, the high frequency of checking of data stored in the RP and frequent application to the data of analytical procedures significantly reduces the risk of entry into the system erroneous data. It allows to detect in time such type of data.

A special place in the system of continuous audit has the reliability factor. On the one hand, automatic procedures are not as prone to errors as manual. Computers and software systems running on them (including those that implement continuous audit) are free from all distractions. They have developed systems for monitoring and eliminating errors. But, on the other hand, automation has a number of systematic risks. For example, if an error is made in the implementation of any computer procedure, then the results of this error are likely to be multiplied, which in turn will usually reveal such errors at the stage of trial operation of the system and correct them in time. Modern advances in software development allows to reduce the number of such errors to an acceptable level.

It is well known that the quality of an audit often depends on a moral factor, in many cases imperceptible to stakeholders. For example, the auditor may lack of motivation to apply

enough effort necessary to ensure a high quality work. That is not about automatic audit procedures. They always do the work with the same efforts created by developers or auditors, who built the system.

The deployment of a continuous audit can improve the economic efficiency of enterprises, reduce the costs of institutions, increase the efficiency and effectiveness of resource management. It can manifest itself in various ways.

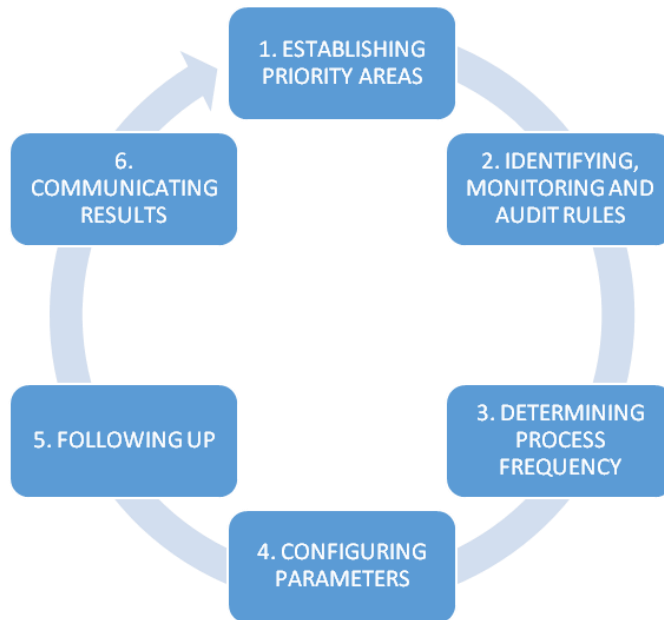


Fig. 2. CA implementation steps
(Six Steps to an Effective Continuous Audit Process, 2013)

A continuous audit system will undoubtedly have affected the behavior of the audited personnel organization. On the negative side, there can be considerable reluctance to accept a continuous audit due to the effect of the "big brother". Initially, work under constant supervision can cause undue strain on the staff. However, having felt that continuous audit is not a hindrance, but rather help in work, the staff is probably very soon get used to the fact that his actions are controlled in real time. On the positive side, the personnel of the audited organization, feeling that they are constantly monitoring their activities, will try more responsibly treat their work. At the same time, the level of trust in audited organization from persons outside the company will be increase.

Continuous audit allows in a short time and with low cost automatically to process huge amounts of information, analyze it, summarize and prepare reports reflecting the consolidated information in a form convenient for human perception. The ability to receive information about the real state of the organization, its financial and material resources (reserves), allows management to make informed and structured decisions.

A continuous audit can significantly affect the numerous external contracts of the audited organization. For example, it can ensure continuous monitoring of the execution of debt contracts and timely warn of possible violations of debt obligations. This will

significantly improve the effectiveness of the organization's interaction with debtors, lead to significant changes in the debt policy of organization.

The development of continuous audit provides opportunities for the development of continuous interactive reporting. Continuous audit allows generating the required reporting with any desired frequency. Such reports can include any parameters of accounting, for example, the current review of debt obligations, fixed and working capital, other variables. The frequency of issuing these reports is limited only by the frequency of the output parameters. The possibility of obtaining an interactive financial reporting is attractive to users of financial statements. It allows the management of the organization to more reasonably predict the development of activities and make informed decisions.

Obstacles to the implementation of continuous audit can be divided into two types: technical and organizational. Technical obstacles are caused because of complex development of such systems and high requirements to ensure their safety. The latter is especially important, because the interactive exchange of auditor with the RP of the audited organization goes through the using the Internet, which is not yet sufficiently protected today from unauthorized access. The existing lack of appropriate security measures when using the Internet can prevent its wide use for the transfer of financial reports and other data required for remote audit. When conducting a continuous audit, it is also important to ensure reliable protection of the files used and have strict observance of standards and data security standards.

At the same time, the progress in the development of information technology, large-scale studies in the area of audit automation make possible to conclude that the technical obstacles to the introduction of continuous audit will be overcome in the near future.

In addition to technical reasons, the main obstacles to the introduction of continuous audit are connected with the fear of the audited organization that continuous audit will make the activity of the organization too "transparent", will allow easy identify managerial failures and poor performance of personnel. Most of the arguments against the introduction of continuous audit are caused by these fears. Also, continuous audit requires that auditors have direct access to the information systems of the audited organization. Such access requires a high level of trust between the auditor and the audited organization.

To develop a continuous audit in large companies, it is necessary to create an automated indicator information system for the continuous audit of financial and economic indicators (AIIS) integrated into the accounting systems of the company and allowing to determine the correctness of the planned parameters, regulatory and limit values by means of logical compliance settings. AIIS with the function of indicator system of will allow to mark the discrepancy with the indicator of any data and receive developed information.

In the digital analysis of AIIS, mathematical methods can be used:

- in the CDA to verify the integrity of data passing through information systems;
- in the CCM for continuous automatic control of operations by comparing them with predetermined key indicators for identify abnormal situations;
- in CRMA for data aggregation for various functional tasks, providing an integrated approach to risk assessment.

AIIS will be able to mark with a special badge illegal operations or operations that require additional clarifications, conducted on the accounting, tax programs: operations performed with excess of the established limits, contractual conditions, available powers, price and other restrictions imposed by the current regulatory enactments. The icons can

have different, according to the principle of the indicator, color or designation, depending on the type of violation and its significance.

In the AIS, you need to have a module that is tunable by various criteria on the produced business transactions, reflected in the RP and other software complexes. Such a module can control:

- company income;
- performance of qualitative indicators of the work of the units;
- compliance with depreciation rates for new funds;
- production of capital investments.

All the processed information can be saved and systematized for further use in order to optimize strategic risks, and management for the purposes of operational management. It seems that continuous auditing will first of all prevent loss of revenue of company and optimize risks in this sector.

Application of IT-technologies allows to minimize human factors. Due to new business conditions, a huge area of information, a desire to show the activities of their sub-divisions in the most positive light or other reasons, one and the same indicators are taken into account in different ways in different information systems, and as a result, information is distorted to the level when it is no longer possible to use it for making managerial decisions.

The most common problems when entering data by personnel in the information environment are:

- input of incorrect information;
- entering the correct data in the wrong place;
- entering the correct data at the wrong time;
- approval of the wrong document;
- abuse, etc.

Practice shows that with less influence of the human factor on the input information, it is more reliable.

The introduction of a continuous audit and the corresponding AIIS not only allows to optimize risks and reduce losses to a minimum, but and performs a preventive function, since the head, who made a decision to conduct an illegal operation and can correct the error in a timely manner.

Conclusions and suggestions

Undoubtedly, the transition to continuous audit is a process not without obstacles, requiring new thinking about control and audit and their role in improving the activity of the audited organization. However, this transition brings to audited organization a number of benefits: a shorter control cycle, increased management flexibility, customizable reports and reports for the clientele and third parties, reducing the costs associated with the audit. For state audit bodies and audit firms, the use of continuous audit technology makes it possible to significantly expand the scale of their activities and its information security, devote more resources to analytical work to other services.

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**SOCIO-PSYCHOLOGICAL ADAPTATION OF THE FIRST-YEAR STUDENTS OF
THE ECONOMIC UNIVERSITY AS A COMPONENT
OF INDIVIDUAL PROFESSIONAL DEVELOPMENT IN THE CONTEXT
OF CULTURAL AND EDUCATIONAL SPACE**

Volodymyr Morozov

Prof. DSc, Kryvyi Rih Economic Institute of Kyiv National Economics University named
after Vadym Hetman,

e-mail: morozov_vv@kneu.dp.ua, orcid.org/0000-0002- 9228-8974, Ukraine

Liliya Mykhailenko

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economics University
named after Vadym Hetman,

e-mail: liliyamix914@gmail.com, orcid.org/0000-0003- 4353-4769, Ukraine

Natalia Falko

Associate Prof. PhD, Melitopol State Pedagogical University named after Bohdan
Khmelnitsky,

e-mail: falkontaliya@gmail.com, orcid.org/0000-0001- 9475-6770, Ukraine

Edward Rojasedela Puente

PhD, Universidad nacional toribio rodriguez de mendoza Amazonas,

e-mail: edenrop@hotmail.com, orcid.org/ 0000-0001-9026-1244, Peru

Andrii Galaidin

MA, Polonia University in Czestochowa,

e-mail: a.galaidin@ap.edu.pl, orcid.org/0000-0002-5236-1495, Poland

Abstract. The article gives a theoretical analysis of existing in modern science approaches to the study of the problem of students' adaptation to study in higher educational institutions. A comparative description of the components of the adaptation process is presented. The necessity of provision psychological support for the process of students' adaptation to higher education studies is determined. A training program is proposed for improving the level of adaptability of freshmen students and maladaptation prevention in terms of studying at an economic higher education institution.

Keywords: adaptation, adaptive potential, cultural-educational space, personality, students-freshmen.

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The problem topicality

In the conditions of reforming the higher education of Ukraine and its integration into the European scientific, cultural and educational space, issues of high-quality vocational training of specialists, competitive in the labor market, are of great importance. The system of higher education varies very quickly: new methods, methodology and approaches to learning are emerging, new branches are being developed, new specialties are opened up, the prestige of certain professions increases, and others are decreasing, the tendencies of higher education change. But the problem of socio-psychological adaptation of students to study at higher educational institutions remains the same. After all, yesterday's schoolchildren, coming to the

university, also feel uncertainty about future actions, excitement over new experiences, etc., which are part of the process of adaptation. And this process continues with the acquisition of a new social status, getting used to the new conditions and the rhythm of life and education, development of new skills and abilities, acquisition of new experience, formation of new personal qualities as an individual and as a member of a new society (students, teachers, neighbors in the hostel) and so on.

Representatives of psychology, sociology, philosophy, biology, physiology, pedagogy paid lot of attention to the problem of adapting students to the studies at universities. But topicality and the need to study this problem did not become less due to this. There are certain contradictions in many aspects of studying the problem of socio-psychological adaptation of students to the studies at universities, start with the definition of this concept, selection of stages, factors, mechanisms of this process, continuing with developing effective strategies, methods, tools and techniques for successful adaptation.

The purpose of the paper is to analyze existing approaches in modern science to the problem of adaptation of students to the studies at higher educational institutions, in particular, socio-psychological adaptation of students to the studies at an economic higher education institution in Ukraine.

Results of the research problem analysis

The problem of the person adaptation has found a fairly wide reflection in the works of scientists. General notions about adaptation, its regularities and physiological mechanisms were studied by M.O. Agadzhanian, A.A. Nalchadzhanian, O.O. Rean, A.I. Clinciu, R. Dyson, C.L. Park, James D.A. Parker (Agadzhanian, 2009; Nalchadzhanian, 2010; Rean, 2006; Clinciu, 2013; Dyson, 2006; Park; 2012; Parker James, 2004). Among the domestic studies of adaptation of students and young specialists and the problem of adaptation as a form of social activity of the individual we should, first of all, indicate the work of T.V. Alekseeva, O.M. Galus, V.D. Ostrova, V.A Semichenko, S.V. Kharchenko and others (Alekseeva, 2004; Galus, 2012; Ostrova, 2015; Semichenko, 2003; Kharchenko, 2010). General problems of socio-psychological adaptation and the formation and development of adaptive personality characteristics were reflected in the scientific works by B.G. Ananyev, F.B. Berezin, A.V. Furman (Ananyev, 2002; Berezin, 1988; Furman, 2000). The role of mechanisms of psycho-physiological regulation in providing adaptive processes was studied by R.M. Bayevskiy, O.M. Kokun, F.Z. Meerson (Bayevskiy, 2004; Kokun, 2004; Meerson, 1988).

One of the important directions of adaptation exploration is the consideration of social adaptation as a process and the result of an active adaptation of an individual to the conditions of a new social environment. Social adaptation is considered not only as a adjustment, but as a permanent process of integration of an individual into society, the process of his/her active adaptation in the social environment. Thus, the notion of social adaptation comes close to the notion of "socialization" - the process of assimilating an individual's social experience, a certain system of knowledge, norms, values that allow him/her to function as a full member of society (Con, 1979). The difference in the psychological definitions of adaptation - in the emphasis on the activity of the process. They emphasize the activity of the subject, and not only the one-sided influence of the environment.

Rean O.A. approaches to the definition of adaptation from other positions, focusing not on changing the behavior of a subject in accordance with the conditions of the social

environment, but on the procedural aspect: adaptation is "the process and result of internal changes, external active adaptation to new conditions of existence and self-change of an individual " (Rean, 2006, p.10). At the same time, he highlights two patterns: firstly, adaptation to changed conditions take place (changes in the structure of social values, organizational transformations, improvements and innovations in technology); secondly, and this aspect directly overlaps with our problem, this is adaptation - entering into a new professional activity.

At the same time A.A. Nalchadzhyan emphasizes that "The essence of social and psychological adaptation is the successful assimilation to the new conditions of activity and entering, "fitting into" a system of new official and - more importantly - informal relationships, finding and occupation in a new micro-environment of a certain status, self-affirmation in an emotionally comfortable, prospectively encouraging position "(Nalchadzhyan, 2010, p.24). The author gives the following classification of socio-psychological adaptability of personality: 1) temporary situational adaptation, which can easily become a state of maladaptation as a result of intra-psychological changes (for example, updating of new needs and settings), or changes in some aspects of the situation; 2) stable situational adaptation - long-term adaptability in certain typical situations, in which the individual appears to be quite often; 3) general adaptability - the potential ability to adapt in a wide range of typical situations that are most commonly encountered in this social environment (Nalchadzhyan, 2010, p. 67).

An important aspect of the problem is selection of adaptation criteria. Since adaptation is based on the interaction of two parties, it is natural that the criteria of adaptability - maladaptation also need to evaluate the process in two ways: both from the environment part and from the individual's part: not only the survival of persons and finding their place in the social structure, but also the overall level of psychological health, ability to develop in accordance with their life potential, a subjective sense of self-esteem and awareness of life (Ostrova, 2015).

As a rule, most researchers distinguish between two main adaptation criteria: external and internal (Alekseeva, 2004; Berezin, 1988; Glivinska, 2015). The external criterion is closely related to the notion of "adjustment". The result of adaptation is understood as the attainment of the desired behavior in the environment and is described in terms of efficiency, competence, and success. The external criterion usually determines good adaptability, compliance with environmental requirements.

Thus, the process of adaptation can be mainly directed to adapt to the requirements of the environment, or to seek opportunities for the realization of subjective aspirations and to meet the needs of the individual. Then they say that the adaptation is oriented to the external or internal criterion. Accordingly, the resulting state of adaptability can also be considered from the point of view of compliance with the environmental requirements (external criterion), or the needs of the individual (internal criterion).

The difficulties of reconciling the external and the internal reflect the problem of the relationship between the individual and the environment, and is the main task and goal of the process of adaptation. Therefore, if the main problem of the adaptation process is in the coordination of the internal and the external, then only optimal adaptation can be considered as a result that meets the requirements of two criteria (Glivinska, 2015).

Indicators of adaptation of an individual by external criterion are achievements in different types of activities and communication, and evaluation of these indicators is carried out both by the subject (attitude to own results, depending on the level of claims), and by the

social environment (the level of conformity of activity and behavior subject to social standards). As an important indicator of adaptation of the person according to the internal criterion are self-adaptation, self-actualization and motivational conditionality of the self-concept of personality.

The philosophical concept of adaptation is presented as a description of the general principles of dialectical unity of the organism (individual, their total) and the environment: alterations and permanency, dynamics and stability, passivity and activity, openness and closeness (Rean, 2006).

Thus, it becomes obvious that the very definition of the term "adaptation" has a complicated philosophical and methodological problem. As A. B. Heorhieviskyi showed on the basis of a comparative analysis of a large number of definitions of adaptation, all the definitions of the concept of adaptation can be grouped into the following groups:

- tautological definitions in which the concept of adaptation is interpreted as the literal translation of the Latin "adapto" (adaptation) in the sense of the adaptation of organisms to the environment, that is, "adaptation" is the process and result of adaptation of the structure and functions of the organism (individuals, populations, species) and their organs to the environment;
- definition through the "main sign". Here, adaptation is interpreted through the severity of the key aspect of the structural and functional organization of the individual. These key aspects are distinguished at the following levels: biochemical, morphological, physiological, behavioral. For example, "physiological adaptation should be understood as a set of physiological features that determine the balance of the organism with constant or variable environmental conditions" (Georgiyevsky, 1989, p.34).
- a polysemantic definition, which emphasizes the multi-valued and multi-faceted nature of the phenomenon of adaptation, and, above all, differentiation of adaptation as a process and adaptation as a result.

The most complicated and heterogeneous aspects of the phenomenon of adaptation are manifested in the multifaceted human activity, in which psycho-physiological, behavioral, cognitive and subjective-personal components of the adaptation process can be distinguished.

Analyzing the concepts of adaptation proposed by various sciences, one can argue that it is regarded as a phenomenon, state, process, property, result and dynamic formation.

Adaptation as a physiological phenomenon is a process of adaptation to environmental conditions, during which the ability of individuals and their groups to survive improves. Adaptation as a state is a degree of satisfaction of the individual's needs under the conditions of the environment. Adaptation as a process is a form of change in the environment and the organism by applying actions, corresponding situations, to achieve a simultaneous equilibrium between the environment and the organism. Adaptation as a property (adaptability) is a characteristic of a self-regulated system that ensures its resistance to environmental conditions and variability under the influence of these conditions, which involves the development of certain adaptive abilities. Adaptation as a dynamic entity is a process of adaptation to the environment, but active, driven by the emotional-volitional sphere. Adaptation as a result is adaptedness, that is, the availability of adjustment to a certain factor of the environment.

In order to study the peculiarities of the socio-psychological adaptation of the students of the first year of the law department of Kryviy Rih Economic Institute of KNEU named after Vadym Hetman, we used the methodology of K. Rogers, R. Diamond "Diagnosis of

social and psychological adaptation" (Fetiskin N.P. et al., 2002). The testers evaluated the proposed statements about a person, about his/her way of life, experiences, thoughts, habits, behavioral styles on a seven-point scale.

For statistical analysis of the results of the psycho-diagnostics of the results distribution in the groups, the non-parametric U-criterion by Mann-Whitney was used. From the data given in Table. 1, one can conclude that there are no statistically significant differences between the experimental group (PR-17-2) and the control group (PR-17-1, PR-17-3) of freshmen students according to the criteria of the method of research of social-psychological adaptation of statistically significant differences.

Table 1

Indicators of socio-psychological adaptation of first-year students of economic universities at the stage of establishing experiment

No.	Non-constant	Investigated groups				Significance level	Empiric value of the criterion
		Experimental N=20		Control N=36			
		Average value	Std. dev.	Average value	Std. dev.		
1	Adaptation	53.38	4.16	53.67	5.41	0.5299	176
2	Emotional comfort	51.16	7.46	50.47	9.82	0.9148	195.5
3	Striving to dominate	41.01	12.32	38.79	18.26	0.7282	186.5
4	Internality	54.89	3.94	56.75	6.42	0.1276	142.5
5	Perception of the others	55.17	13.23	60.48	9.36	0.2396	155.5
6	Self-perception	57.98	9.83	54.36	8.86	0.4787	173

Note: * Level of statistical reliability at $p \leq 001$

Consequently, we can say that certain groups are similar to the studied indicators and, accordingly, we can check the effectiveness of the training program to increase adaptive capacity in these groups. According to the results of this study, it can be assumed that the use of training technology in the group of freshmen students causes certain changes in the level and criteria of adaptation to the new conditions of study at an economic higher education institution.

One of the means of increasing the level of adaptability and prevention of maladaptation in freshmen students under the conditions of economic universities can be training lessons that, upon their effectiveness, require less time costs than individual work with students.

The program consists of a system of consistently constructed but relatively independent classes integrated into a comprehensive training system, based on theoretical and methodological provisions on the development and implementation of psychological training.

Over the last decade, a number of theoretical approaches and practical directions of the organization of psychological support of the individual in self-development and self-determination have been developed, and the main characteristics of a person as a subject of his own life are marked (Vachkov, 2001; Westbrook, 2014; Kiselev, 2007).

We adhere to the cognitive-behavioral model of psychological training, which has been actively developing recently (Westbrook, 2014). In this model, people behavior is considered

inextricably linked with their self-perception and the interpretation of their actions. People does not just commit acts, they somehow explains their reasons. Self-perception of a person, his/her idea of how he/she perceives the environment, as well as awareness of his/her own experience, desires and needs, largely determine his/her behavior. Quite often, in the interpretation of own behavior, one can observe the protective mechanisms of the psyche, which are not realized by the persons themselves, but are aimed at preserving the integrity of the individual. Therefore, in order to change the non-constructive behavior, it is also necessary to influence the cognitive constructs that are identified by the participants during the identification process and as a result of feedback.

The laws of mental development of adolescence, living conditions (residing in a rented apartment or at home), personal and psycho-physiological features of students that were found during the survey were also accepted as the basis of our program.

The program is aimed at forming social and communicative competences that contribute to increasing the level of adaptation of freshmen students, the development of cognitive processes, goal-setting, the encouraging the possibilities of establishing contact in various communication situations, expanding the range of creative abilities, self-regulation skills, constructive overcoming of difficulties (intrapersonal and interpersonal conflicts), stress-resistance training.

On the basis of the components of socio-psychological and psychophysical adaptation, as well as the analysis of psychological and pedagogical literature devoted to the means and methods of psycho-correction work, all the methods chosen by us in the program of adaptation training are aimed at: activating in students cognitive, emotional, reflexive, motivational and social components, mastering psycho-physiological relaxation skills.

Training sessions consist of role-playing, business games and exercises, psychogymnastics, elements of psychodrama, group discussion, role-playing technique, method of situation analysis, self-regulation methods, body-oriented psychotherapy, relaxation, informing, discussion, individual, group reflection and art therapy elements.

The classes in groups are organized in such a way that each meeting, except of the first one, begins with reflection, which provides feedback and enables the trainer to learn about the status of the participants, their mood and the desire to continue their work in the training. One of the most important and exciting moments for the participants in the training is a group scoring in the end of the lesson: whether everyone achieved the goals, what difficulties occurred, what feelings were experienced.

The training is intended for a group of 12-16 people, the target audience is the freshmen students of economic higher education, aged 17-18 years. The training program includes 8 classes of 2 academic hours each. The training program consists of four blocks, each of which corresponds to the components of our socio-psychological and psycho-physiological adaptation, which were mentioned above.

The first block of studies focuses on the formation of self-presentation skills, increasing group cohesion, developing confidence in situations of communication with an unfamiliar person; familiarization with strategies for solving problem situations, developing skills for successful behavior in conflict.

The second block of studies is devoted to the development of attentiveness, observation, familiarity with the methods of quick learning of a large amount of information, as well as exercises on the development of memory, consideration and application of the techniques and exercises that contribute to the formation of flexibility, originality and speed of the processes of thinking. This block also provides an introduction to the basics of time

management. Its goal is to teach first-year students to plan their time so that they have time for studying, getting acquainted with the new city, and solving domestic problems.

The third block of studies is aimed at developing self-regulation skills and personal stress resistance, training meditative and relaxation psychotechnics to reduce adaptive stress, acquaintance with the basics of autogenous training.

The fourth block is the formation of the motives of goal achievement in adapting to professional activity, the skills of goal-setting and realization, understanding and constructing a model of the situation and positive images ("I am the past", "I am the present", "I am the future"); formation of healthy lifestyle skills and mobilization for success achievement.

The structure of the lesson includes the following parts: 1) the ritual of greetings; 2) warming-up (exercises for establishing contact, creating a friendly atmosphere in the group, activating joint work); 3) the reflection of the previous lesson; 4) agenda of the lesson (informing about the topic of today's classes, forms and methods of work depends on the tasks set in the class); 5) sharing (feedback by the group members); 6) the ritual of farewell.

Conclusions and perspectives of further research

An analysis of literature sources on the researched problem has shown that there is now a significant evolution of understanding the phenomenon of adaptation, which is marked by the following trends: there is an increasing division of concepts of adjustment and adaptation itself; the movement from passive adaptation to the construction of a system of productive interaction between personality and environment, from the ultimate goal - homeostatic balance, the absence of conflicts - to self-actualization and self-realization of the individual in a real social environment. Also, the process of adaptation is considered as behavior, due to the relationship of psycho-physiological, in fact, psychological and socio-psychological patterns. Over time, the concept of adaptation passed into the line of psychological science, where it developed under the influence of behaviorism, psychoanalysis, humanistic and cognitive psychology, labour psychology. In both traditional and modern studies of socio-psychological adaptation, it is accepted to distinguish between two main criteria of adaptability: external (adaptability, compliance with environmental requirements) and internal (general psychological well-being, comfort, subjective satisfaction with their position, social well-being).

We see further work in terms of socio-psychological adaptation first-year students in economic universities in the development of the properties of their personality and individuality, formation of creative strategies for adaptive behavior in the labor market, professional orientation and self-realization, readiness to choose a career, ability to identify and achieve the set goals. The following tasks of psychological support of freshmen arise: psychological study of students; assisting freshmen in their professional and personal self-determination; provision of conditions for personal and professional development; formation of optimal adaptive strategies in the labor market; psychological counseling for students and their parents, university lecturers.

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MARKETING STRATEGY OF ENTERPRISE POSITIONING IN THE MARKET OF LOGISTIC SERVICES

Mykhailo Sahaidak

Associate Prof. DSc, Kyiv National Economic University named after Vadym Hetman,
e-mail: michael_p_s@ukr.net, orcid.org/ 0000-0001-6526-1170, Ukraine

Marina Zavyalova

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economic University
named after Vadym Hetman,
e-mail: marina.1963@ukr.net, orcid.org/ 0000-0002-1880-714X, Ukraine

Inta Kotane

PhD, Rezekne Academy of Technologies,
e-mail: inta.kotane@ru.lv, orcid.org/ 0000-0002-9924-1394, Latvia

Abstract. The article analyzes the tendencies of development of the Ukrainian market of logistic services, in particular the segment of postal logistics, courier activity and express delivery. As a result of the study, a number of factors that have the most significant impact on the activities of domestic and foreign logistic operators in the Ukrainian market of logistics services were identified and analyzed. In the article the positioning tools of the leading operators of postal logistics and express delivery in the minds of the consumer of logistic services are structured. The proposed approach allowed to identify key competitive advantages and develop a marketing strategy for positioning of postal and logistic operators in the Ukrainian logistics market.

Keywords: consumer, logistic service, express delivery, postal and courier activity, tools of market positioning, marketing strategy of positioning of the logistic enterprise

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Introduction

Formulation of the problem. Modern trends, which taking place in the global market for logistics services and the active involvement of domestic legal entities in global supply chains require top management of enterprises to rethink logistics of their business and review approaches to the organization of logistics business processes (procurement of inventory, production of goods, their distribution, etc.) in order to reduce logistical costs due to mutually beneficial cooperation with logistic operators on the basis of partner, individual and ethical marketing. The sharpening of the struggle for the consumer, namely offering him products / services which are better than the one offered by competitors, their quick and convenient delivery to a clearly defined place and time, with optimal payment conditions, allow to meet consumer needs at the best possible level. Consequently, logistics becomes a real tool for increasing the efficiency of business of domestic enterprises and positively affects human lives.

In recent years, the segment of postal logistics, courier activities and express delivery has significantly increased, due to the expansion of the range of services and the improvement of service quality, first of all, by the leaders of the segment. However, the acute struggle for the consumer between government, public and private logistics operators somewhat reduces

the processes of positioning in the market of logistics services, which negatively affects their positioning in the minds of consumers. Both logistics companies and consumers of their services are losing from this. Therefore, a well-chosen and substantiated marketing positioning strategy contributes to improvement of the quality of services and service processes, increasing the reliability of mail and cargo delivery, ensures that cargo is safe and business processes are transparent, significantly increasing the use of information technology and the complexity of logistics services.

Analysis of recent research and publications

The study of the theoretical and methodological principles of market positioning were given considerable attention by both foreign and domestic scholars such as D. Aaker (Aaker, 2010), J. Trout (Trout, 2000), I. Benivska (Benivska, 2011), O. Budyakova (Budyakova, 2009), O. Zozulyov (Zozulyov, 2015; Zozulyov, 2006), N. Kudenko, K. Komlichenko (Kudenko, 2007), Yu. Krikavsky (Krikavsky, Falovych, 2015), Yu. Osatskaya (Osatska, 2011), O. Paschuk (Paschuk, 2009), T. Primak (Primak, 2012), I. Reshetnikova (Reshetnikova, 2011; Reshetnikova, Sahaidak, 2016), T. Ulyakhin (Ulyakhin, 2009), A. Chumachenko (Chumachenko, 2009) and others. The analysis of the scientific approaches suggested by the scientists suggests that taking into account general and specific tools of influence on the consumer, the main focus of the company's attention in development of positioning strategy is based on the positioning of the features of a particular product / service in the minds of the consumer of a particular market segment. The main emphasis is on formation of associative perception and comparison of the best properties of the proposed product / services with similar products / services offered by competitors. At the same time, beyond the attention of scientists, remain a number of significant factors of influence on the modern consumer of goods/services, who requires to be fully informed about the consumer characteristics of the product/service, be involved in the process of creating their consumer value, and also at a specified price, he seeks to obtain additional benefits. All these factors should be established as a basis for the formation of a marketing strategy of goods/services or manufacturer positioning in a competitive and dynamic market. This can be achieved using partner, individual and ethical marketing tools.

The purpose of the article is to structure the positioning tools of the leading operators of postal logistics and express delivery in the minds of the consumer and develop a marketing strategy for positioning of postal and logistic operators in the market of logistics services in Ukraine.

Presentation of main material.

In the conditions of intensified competition and significant over-saturation of the market with goods and the latest services, in the activities of the enterprises-producers and service providers, the question of studying the positions taken by the product, the service or the enterprise itself in the minds of consumers comes to the fore. A good positioning, or the definition of the place of goods in the imagination of target customers, enables the latter to emphasize on the key differences between the company's proposed goods / services from competitors, and their relevance to the needs of purchasers. Successful positioning of goods / services or a company on the market is the basis for identifying strategic business development benchmarks. Competitive advantages, which are basic, should form the basis of

advertising strategies and the choice of positioning and promotion tools for products / services of the manufacturer.

According to I. Benivsky, the main conditions for effective positioning are: the existence of a clear idea of the target market and clear position of the enterprise on it; the importance of informing targeted buyers about the gained benefits on which positioning is based; position competitiveness; construction of the position of the enterprise and / or its trademark in the market on the basis of unique strengths; focus on the effective use of assets; communication potential of brands; sequence of actions (Benivska, 2011). Therefore, the combination of both strategic initiatives and operational and tactical methods are prerequisite for effective market positioning.

The essence of positioning, as a long process, aimed at a well-defined result, consists of the formation and occupation of a certain position of a product, service or manufacturer in the minds of the consumer. That is why there is a necessity, of a strategic vision of this process, and the introduction of certain benchmarks through the development and implementation of relevant marketing strategies for market positioning.

Taking into account the various scientific approaches, in our opinion, the key stages of the development and analysis of a product / service strategy of positioning in a competitive market include the following:

1) marketing research: of consumers (segmentation and choice of target market), competitors (market leader, main competitor, marginal competitor), enterprises (innovations, productivity, resources, profitability, management decisions, personnel, corporate and social responsibility);

2) analysis of the marketing environment of the enterprise operation and existing positions of the enterprise based on the construction of the positioning card; allocation of desired positions;

3) development of alternative strategic positioning scenarios and choice of positioning strategy, evaluation of its effectiveness (whether the existing position of the product / service in the market corresponds to the desired one). This approach provides an information base for analysis and development of a strategy for positioning of a product / service / enterprise in a competitive market.

Thus, the main aim of the positioning strategy is to eventually form an absolute customer commitment to a product / service or enterprise at a subconscious level using appropriate marketing tools and non-price competition methods based on a range of positive product / service differences from those offered by a competitor at any market conditions.

It is possible to distinguish the following types of positioning of goods / services in the market, based on: the distinctive features of the goods; benefits or opportunities to solve the problem; a special way of using; break with the relevant consumer category and focused on the appropriate category of consumers and their relation to the competing brand (Osatska, 2011). At the same time, different types of positioning can be united by one characteristic - an attempt to identify the product / service in such a way that it is advantageously different in the minds of potential consumers from similar products of competitors with increased or fundamentally new consumer characteristics.

One of the main objectives of the marketing strategy for positioning of the product / service or the manufacturer is the full coverage of the market. The range of options for such a strategy is based on the approach of mass individualization of the proposal, and for a clearly defined segment (target) - based on individual and partner marketing tools. It should be noted

that the principle of ethical attitude to the consumer (ethical marketing) should be based on the use of both approaches.

As Y. Osatska notes, one of the first strategic decisions regarding the market positioning of goods / services of the enterprise is the definition of its reference (base) market and the choice of the target segment of consumers (Osatska, 2011). However, it should be noted that, depending on the sphere of activity of the enterprise and the offered goods / services on the market, it can serve all consumers in the basic market, including concentrating on one or more segments. A striking example of such an approach is the logistics enterprises operating in the segment of postal logistics, courier activities and express delivery.

Exploring the tendencies of the Ukrainian market of logistics services, in particular the segment of postal logistics, courier activity and express delivery, it is expedient to analyze macroeconomic indicators, in particular the dynamics of GDP of Ukraine, in order to determine the proportion of logistics (transport, warehousing, postal and courier activities) in its structure. Fig. 1 and 2 shows the dynamics of Ukraine's GDP in actual prices in trivna and dollar measurement and the dynamics of the share of transport, warehousing, postal and courier activities, or generally logistic services, in the structure of the country's GDP. These two macroeconomic indicators confirm the thesis that the activity of logistic operators positively influences the growth of the gross product of Ukraine. Against the background of a significant reduction of Ukraine's GDP in the dollar measurement during 2014-2016, there is a notable increase in the share of logistics services in its structure. Consequently, the modern economy does not allow to leave the role of logistics companies underestimated. However, according to experts, the current state of the domestic market of logistics can be determined in two ways, since 37% of industry experts believe that the logistics market in Ukraine is in a state of stagnation, and 34% - that the market has passed the stage of formation and is developing dynamically, especially the market of cargo transportation and the market postal logistics and express delivery (Grigorak, 2017).

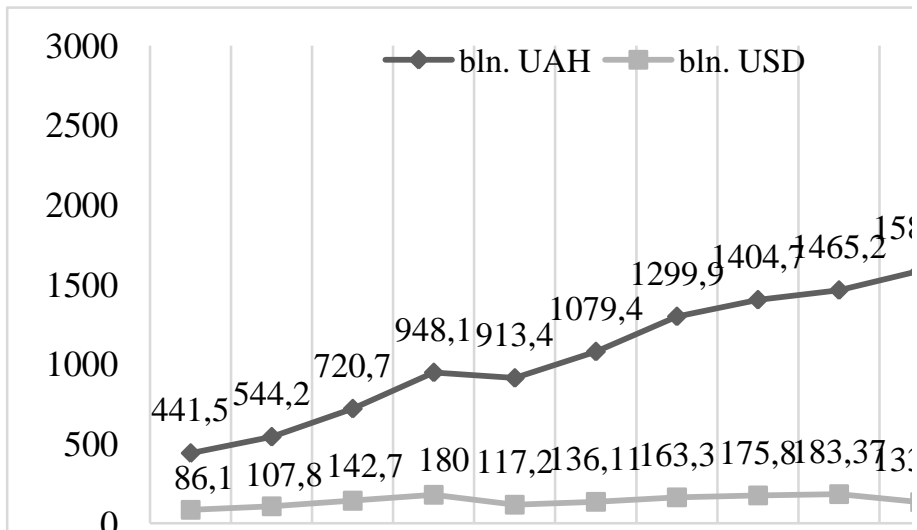


Fig. 1. Dynamics and GDP of Ukraine in actual prices in hryvnia and dollar measurement

Source: (Grigorak, 2017), (State Statistics Service of Ukraine, 2017)

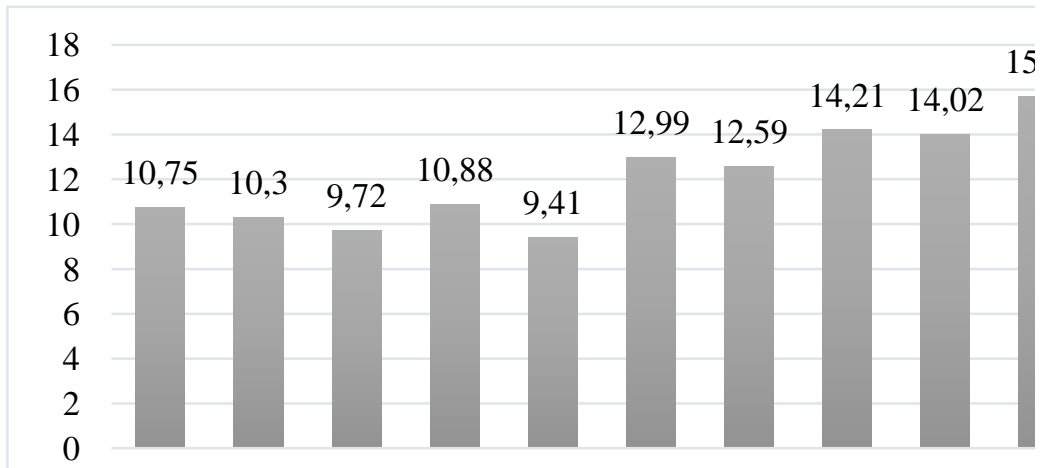


Fig. 2. The share of transport, warehousing, postal and courier activity in the structure of Ukraine's GDP

Source: (Grigorak, 2017), (State Statistics Service of Ukraine, 2017)

It should be noted that the logistics market differs from the consumer and industrial markets, which is related to the nature of the logistics service itself. Therefore, when developing a marketing strategy for positioning of logistics services, it is advisable to take into account such features as the fact that the logistics service is not an object; the logistics service is a complex process; its indeterminacy, short duration, simultaneity of production and consumption when offered to the consumer must be confirmed by the physical conditions of the provision (the availability of equipped logistics centers, special containers and packing of cargoes, the availability of special vehicles and modern IT solutions, etc.); the volatility of the service, the instability of its quality and the inalienability of the service from the manufacturer depends on the high-performance work of specially trained personnel and the processes of service, which should involve the consumer.

As I. Reshetnikova points out, the technical quality of the logistics service (technology of the provision of the service) can be measured by such indicators as: speed, technological reliability (absence or quick correction of failures, delays, compliance with a contractual obligation), price availability, etc. The functional quality of the logistics service, which is directly dependent on the service process, is measured by indicators such as : trust (reputation), accessibility (ease of addressing and use), understanding of customer problems, willingness to help, competence of staff, etc (Reshetnikova, 2011), (Reshetnikova & Sahaidak, 2016).

In Ukraine, the market of cargo transportation, postal logistics and express delivery is developing dynamically. Indicators of the volume of the Ukrainian postal logistics market in terms of domestic and international shipments are shown in Fig. 3.

Logistics operators of express delivery and postal services play an important role in the field of transport and logistics, offering consumers (legal entities and individuals) a wide range of logistic services using modern IT technologies aimed at advantageous and optimal solution of logistic tasks (Table.1).

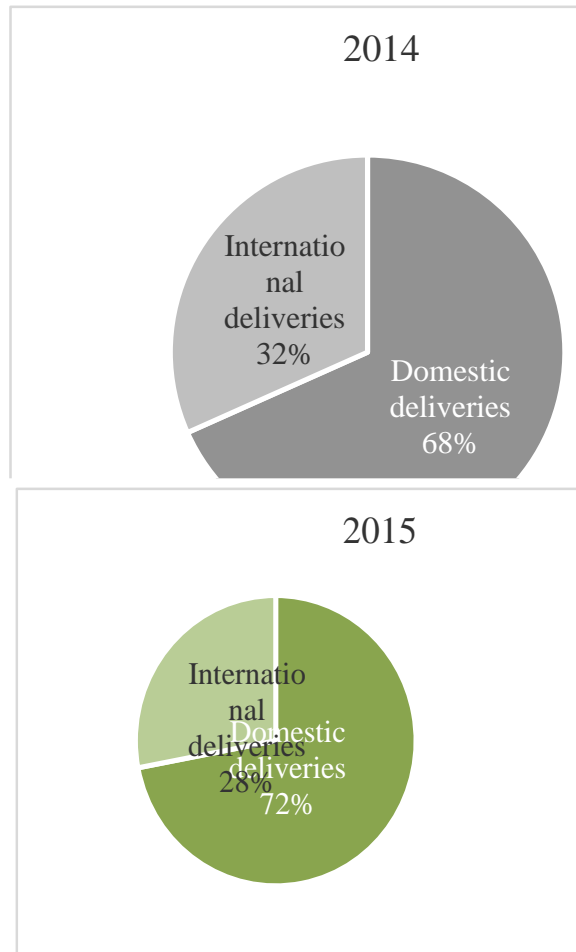


Fig. 3. The volume of the postal logistics market of Ukraine in 2014-2015

Source: (Ukrainian direct marketing association, 2017)

Under the postal logistics it is understood the service of collection, transportation and delivery of letters and documents, packages and parcels up to 30 kg., Carried out by commercial companies and the state-owned enterprise of PJSC "Ukrposhta" on the territory of Ukraine and abroad. The courier service involves the delivery of letters, documents and pledges in a door-to-door way. For international delivery, the express format is used, that is, the delivery of documents and parcels under the door-to-door scheme in shorter time periods (12-72 hours), with the sending being undergoing procedure of customs clearance and clearing through the picking stations of the express carrier.

Table 1

Number of enterprises and number of employees providing transport, warehousing, postal and courier services

Years	Number of enterprises	Number of employed	Incl.
	units	thousand people	number of salaried employees thousand people
2010	13603	928,5	924,5
2011	14792	923,1	919,0
2012	15472	937,1	930,5
2013	16810	911,5	907,9
2014	14909	762,3	758,8
2015	15148	776,5	772,7

Source: (State Statistics Service of Ukraine, 2017)

From the data of table 1 showing number of transport, warehousing, postal and courier activities, the largest share of the market belongs to such major players as PJSC "Ukrposhta", "Nova Poshta" LLC, DHL Company, "Trading House" Meest Express", which belongs to Postal- Logistics Group Meest Group of the International Corporation MEEEST (Meest Corporation Inc., Canada), In-Time Ltd. In 2005, the top five leading logistics companies accounted for 77.0% of the market, while in 2015 - 82.1% (Fig.4). The volume of the postal logistics market in Ukraine in 2014. amounted to UAH 3819 million, and in 2015 for UAH 5300 million. (Ukrainian direct marketing association, 2017)

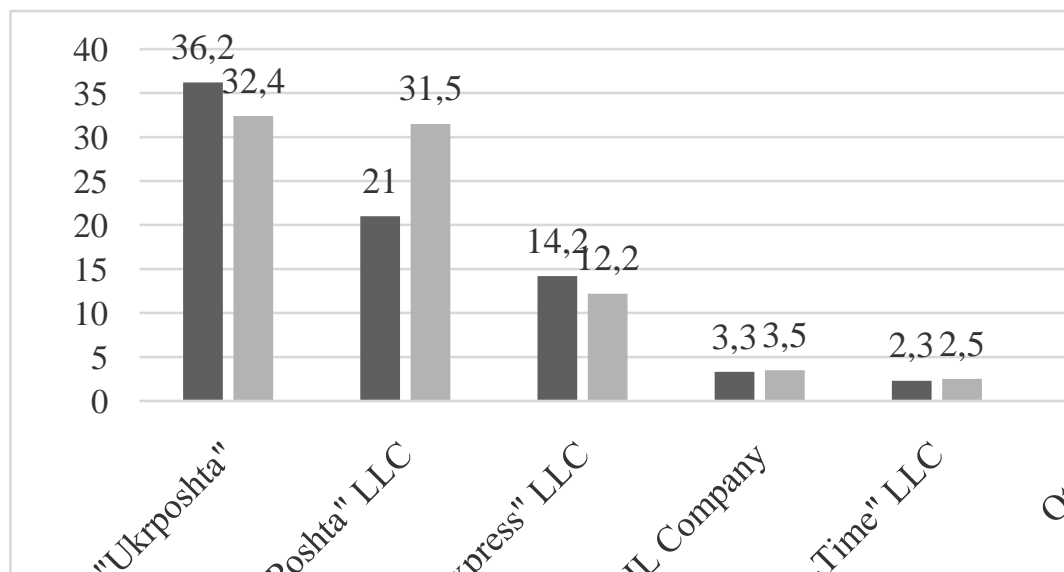


Fig. 4. Market shares of companies expressed in monetary terms for 2014-2015 from the volume of postal logistics market in Ukraine, %

Source: (Ukrainian direct marketing association, 2017)

Based on Fig. 4 key players in the postal logistics market are PJSC "Ukrposhta", which is positioned in the minds of the consumer as a national postal operator of Ukraine, as well as LLC "Nova Poshta", which strengthens its market positions (+ 10.5% market share) positioned as the leader of the express delivery market in Ukraine, offering an easy, timely and reliable service using modern IT solutions.

Table 2 shows the main quantitative indicators that show the positive dynamics of profits of postal and logistic operators in the Ukrainian logistics market.

Table 2

Income from provision of telecommunication, postal and courier services by enterprises of Ukraine in 2015 - 1 Half of 2017, mln. UAH*

Indicator	Income from postal and courier services		Incl. from the provision of international services	
	Total	Incl. to citizens	Total	Incl. to citizens
2015				
Total, including	55895,8	31886,8	7399,2	1458,8
postal and courier activities	4029,9	1041,7	1076,2	357,2
- Postal activities	3426,0	834,9	986,4	350,6
- Courier activities	603,9	206,8	89,8	6,6
2016				
Total, including	61911,2	33925,7	7310,4	1371,7
postal and courier activities	4944,3	1044,8	1422,1	471,3
- Postal activities	3997,7	1008,8	1290,0	461,1
- Courier activities	825,2	36,0	132,1	10,2
1 half of 2017				
Total, including	31449,4	18168,3	3128,4	617,5
postal and courier activities	2103,4	616,7	679,8	258,8
- Postal activities	1394,3	580,1	548,0	250,0
- Courier activities	643,3	36,6	131,8	8,8

* Excluding the temporarily occupied territory of the Autonomous Republic of Crimea, Sevastopol and parts of the zone of the anti-terrorist operation, as well as the transportation of goods by physical persons-entrepreneurs.

Source : (State Statistics Service of Ukraine, 2017)

In table 2 postal services should be understood as the product of the activity of the postal operator for the reception, processing, transportation and delivery (handling) of postal items, execution of consumers orders for postal transfers, banking operations aimed at meeting the needs of consumers. Correspondingly, courier services are a product of the courier service company for receiving, processing, transporting and delivering (domestic and

international) postal items in the form of letters and parcels carried by companies other than national mail services (State Statistics Service of Ukraine, 2017).

According to table 2 in Ukraine based on the results of 2015 - and the first half of 2017 there is a positive dynamics in the receipt of income by logistics enterprises for the provision of postal and courier services (excluding the territory of the Autonomous Republic of Crimea, Sevastopol and parts of the ATO zone). Thus, in 2016, compared to 2015, revenues from postal and courier activities increased to UAH 4944.3 million, by UAH 914.4 million. or by 22.7%. Positive tendency is noted also in provision of international services by postal-logistic operators, which volume in 2016. increased by 345.9 million UAH. or 32.1%. Generally, a positive trend is also observed in the results of the first half of 2017

Taking into account the specifics of postal logistics, courier activities and express delivery, to achieve key competitive advantages that will facilitate the positioning of the postal and logistics operator in the market, it is advisable to identify the main positions of both the services and the enterprises that provide them. The market position of postal logistics services consists of three components: the positioning attribute; positioning of the selected target market; consideration of competitors positions.



The successful positioning of the logistics service enables the service provider to select such characteristics of the service, the prices and means of its communication, offering and sales that would ensure market competitiveness. Despite this, successful positioning is not possible without detailed planning of the marketing complex.

Possibilities of positioning services of postal-logistic operators differ and include: positioning on the basis of emotional values (LLC "Nova Poshta", DHL Company); positioning on the basis of "price / quality" (PJSC "Ukrposhta", LLC "In-Time"); positioning on the basis of the use of affiliation with the international corporation, taking into account the experience of world corporations-consumers of services, competitors and the class of services (DHL, LLC "Meest Express"). Consequently, the marketing activity of postal and logistic operators of the Ukrainian logistics market is carried out on the background of the indicated positive tendencies, but it has features depending on the chosen marketing concept, the positioning of the logistics company in the market and the existing corporate culture. Table 3 shows the positioning tools of the leading operators of postal logistics and express delivery in the Ukrainian logistics market.

According to the data of the table. 3, all of these logistics companies have a slogan that carries the main assumption for the consumer to be aware of the positioning of the company on the market. PJSC "Ukrposhta" is perceived in the minds of the consumer as a state institution whose target audience is mostly determined by the segment of consumers "60+", since the enterprise has more than 12 thousand postal facilities throughout Ukraine, carries out direct delivery of mail to 15 million subscriber's mailboxes and provides the issuance of pensions in their branches. The commercial non-state company Nova Poshta Ltd is developing dynamically, as demonstrated by the growth rates of its market share. This company positions itself as a modern postal and express carrier, providing convenient and necessary service for safe and easy shipments of goods, offering customers "ready-to-use logistics". The use of modern IT technologies and effective marketing management of the company allowed it to fix in the B2C market, to actively work in the e-commerce segment and to strengthen its position in the B2B segment by expanding its client base.

Table 3

Positioning of state and private enterprises of postal logistics and express delivery on Ukrainian market of logistics services

Company's name and its logo	Slogan of the company	Positioning in the minds of the consumer	Key competitive advantages, which facilitate the positioning of the postal-logistics operator
1	2	3	4
Public Joint Stock Company "Ukrposhta" (PJSC "Ukrposhta") 	Main postal service of the country	National postal operator of Ukraine	<ul style="list-style-type: none"> - more than 12 thousand postal facilities throughout Ukraine; - more than 73 thousand employees; - significant volumes of delivery of written correspondence (200.9 million units / year), parcels (15.4 million / year), shipments with declared value (2.6 million / year), transfers (11.1 million / year), pensions and cash benefits (74 million / year); - direct mail delivery to 15 million subscriber mailboxes; - Distribution by subscription and retail of 9 thousand titles of periodicals (507.4 million copies per year); - issuing of standard postage stamps; - payment organization of the domestic non-bank payment system "Postal remittance", within the framework of which the postal transfers are carried out both in Ukraine and abroad, as well as acceptance of payments.
LLC "Nova Poshta" 	Nova Poshta - delivery of the future	The leader of the express delivery market in Ukraine. The ease, timeliness and reliability of the service with the use of modern IT solutions	<ul style="list-style-type: none"> - delivery from "Nova Poshta" is a convenient and necessary service; - a culture of safe and easy shipments of cargoes; - the main values customer service and high quality of services; - active work in the segment of e-commerce; - a key partner for online stores; - Offer to clients "ready-to-operate logistics" service and fixing on the B2C market; - strengthening of positions in the B2B segment by expanding the client base; - infrastructure development to ensure fast, easy and convenient delivery; - development of international direction "Nova Poshta International".

Continuation of the table 3

1	2	3	4
<p>LLC "Trade House "Meest Express "</p> 	<p>Meest - Connecting</p>	<p>One of the leaders in the delivery of shipments " straight to the hands of the recipient". Best Cargo operator in Ukraine in 2016</p>	<ul style="list-style-type: none"> - affiliation to the mailing and logistics group "Meest Group" of the international corporation MEEST (Meest Corporation Inc., Canada); - in each regional center of Ukraine and in big cities there are warehouses of the company with the technology of on-line registration of all logistics processes (acceptance to the warehouse, receiving for delivery and handling over to client in the warehouse); - the company serves more than 100 of own divisions, actively develops a network of agent points for receipt-handling of shipments in Ukraine; - The company owns the largest own fleet of transport among express carriers, more than 300 units, and more than 500 units of transport performs delivery under the contract.
<p>"In-Time" Ltd.</p> 	<p>Choosing In-Time, you choose reliability. And this is the right decision.</p>	<p>A brand with 15 years of history, featuring flexible pricing and loyalty to the consumer.</p>	<ul style="list-style-type: none"> - implementation and realization of innovative solutions for coordinated work and high-quality customer service; - implementation of international logistics services standards and the use of modern IT technologies for ordering, processing and receiving shipments; - development of new and optimization of existing logistic routes, as well as active development of a network of branches and warehouses throughout Ukraine.
<p>DHL company</p> 	<p>Responsiveness as a Lifestyle Living Responsibility</p>	<p>The world leader in the international transportation market</p>	<ul style="list-style-type: none"> - DHL is a member of Deutsche Post DHL Group, a global leader in postal services and logistics; - The company has offices in more than 220 countries and regions of the world and is the most international company; - the company employs more than 350,000 employees; - international express delivery; - Global forwarding and delivery of goods by air, sea, road and rail; - warehousing services from packing to repair and storage; - worldwide Mail delivery; - other specialized logistics services; - The company pays particular attention to environmental protection (Gogreen), crisis management (Gohelp), creation (Goteach), and support of employees volunteering (Global Volunteer Day, Global Responsibility Fund).

Source: (DHL, 2017), (In-Time, 2017), (Meest Express, 2017), (Ukrposhta, 2017) (Poshta, 2017)

The other two companies, DHL and LLC Meest Express, are primarily positioned as market leaders and as companies within the international corporations (Deutsche Post DHL Group, Meest Corporation Inc.), that is, in this case, one of the means of positioning is the name of the logistics company and its focus on the segment of large businesses. In-Time, on the other hand, is positioned as a company with flexible pricing and loyalty to the consumer.

Conclusions

The obtained results of the study allowed to propose the positioning technology of postal and logistic operators in the market of logistic services of Ukraine, which provides for the following actions: definition of the set of competitive advantages by which an enterprise can identify its own logistic services; selection of the most significant competitive advantages; notification of interested market players about the competitive characteristics of the offered services and principles of serving customers as partners. This will enable to determine which marketing positioning strategy will be most effective for the enterprise.

An important moment in the formation of a marketing strategy for market positioning of a postal-logistics operator is to determine its position on the market and to detail the strategy of strategic alternatives (consumer behavior studies, market research studies, service studies and customer service procedures by enterprises-competitors, namely, market leaders). The necessary tool for such a study is execution of a market segmentation. By type of sender and recipient of postal items you can identify the three main segments of the postal logistics market and express delivery:

1) C2C - end users who carry out postal deliveries to other end users, irregularly, as a rule, sometimes one-time dispatch of domestic character and of low weight.

2) B2B - enterprises that constantly order the services of postal logistics, courier activities and express delivery for shipments to other enterprises. This segment is formed by large, medium and small enterprises, which carry out various types of economic activity. Their dispatches can vary in volume, frequency, number, periodicity, and type of delivery (from documents to goods of significant size and weight).

3) B2C - sending mail and goods delivered by enterprises to end users. This segment can include enterprises that are active in e-commerce (online stores, catalog trade, telemarketing). These departures are of a regular nature, often occurring on the basis of long-term transactions.

It should also be noted that the effectiveness of market positioning of goods / services or logistics operator directly in the market may change, which is why the marketing strategy of positioning should be constantly improved. Therefore, the main reasons for the improvement of positioning efficiency are: constant tracking and improvement of the chosen enterprise and the position declared on the market; continuous improvement of personnel competences, introduction of innovations in the processes of ensuring of technical and functional quality of logistic services and customer service processes, with the obligatory involvement of them in these processes; maintenance and expansion of the market share of the enterprise; revival of interest in the main and additional services offered by the logistics company using the tools of individual and ethical marketing; improvement of marketing pricing and communication policy of the enterprise.

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ORGANIZATIONAL MODEL OF ACCOUNTING POLICY UNDER CONDITIONS OF IFRS USE

Olga Kondratyuk

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economic University named after Vadym Hetman,
e-mail: kondratyuk_om@kneu.dp.ua, orcid.org/0000-0003-1000-0568, Ukraine

Olena Rudenko

Associate Prof. PhD, Kryvyi Rih Economic Institute of Kyiv National Economic University named after Vadym Hetman,
e-mail: rudenko_ov@kneu.dp.ua, orcid.org/0000-0001-7293-7773, Ukraine

Jelena Volkova

PhD, Rezekne Academy of Technologies,
e-mail: jelena.volkova@ru.lv, orcid.org/0000-0001-5330-3345, Latvia

Abstract. The integrated model of an enterprise's accounting policy formation's organization, which is subjected to the norms of the international standards, is offered in the article. The model foresees the organizational measures, dealing with the accounting policy formation, which are structured, according to the stages of the organization, the content of IFRS norms or their absence. Thus, if the accounting rule: a) is defined in the corresponding IFRS, then its use is obligatory (if the influence of its use is insignificant, then this rule may not be used); b) is not defined by IFRS, then the accounting policy is defined by the managerial personnel, who use the opinion.

The accounting policy of an enterprise is presented as the resulting informational product, which is composed of the totality of an accountant's professional opinions.

Keywords: norms of international standards, professional opinion.

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Introduction

The urgent task of the national foreign and internal policy of Ukraine is its going into the European political, economic and legal space, the country's ratification as the influential European state and gaining a competent membership in the European Union (EU). The reforming of the accounting, being the important object of the harmonization within the US limits, was defined among the prior directions of the Ukraine legislation's adaptation to the US legislation in the economic sphere.

The legislative changes, which have occurred lately in the accounting sphere, made the International Standards of Financial Reporting (IFRS) an integral part of the national legislation. From the first of January, 2012 some subjects of management use IFRS officially in order to conduct the financial and consolidated reporting.

The public joint-stock societies, banks, insurance agents, credit associations, financial companies, pawnshops, professional participants of the securities' market are referred to such subjects of management.

All other subjects of management, except the mentioned ones in part 2 of the art.12-1 of the Law of Ukraine "On Accounting and Financial Reporting in Ukraine", can define the

necessity of IFRS use individually. It's rational for the enterprises, among the owners (founders) of which there are non-residents, to use this norm of the Law. In such a case the enterprise should not conduct a financial reporting in two formats at the same time: for the domestic users, according to NP(S)A, but for the foreign owners and potential investors, – according to IFRS.

The introduction of IFRS in Ukraine makes the accounting policy to be of greater importance from the viewpoint of its influence on the financial state and activity results of the subject of management. The organizational-methodical ensuring of the accounting policy formation, which is introduced by IFRS for the financial reporting's conducting, gains a special importance under such conditions.

Analysis of the Recent Publications and Studies

The theory and practice problems of the enterprise's accounting policy formation, according to the international and national standards, were examined by the scientists and economists, in particular, by T. Baranovska, K. Borymska, R. Brown, F. Butynets, L. Vasylyeva, P. Zhytnyi, G. Zhuravel, Steven J. Kachelmeier, Ronald R. King, B. Zasadnyi, O.Kyrey, V.Kulyk, N.Lohanova, S. Lozovytskyi, C. Tzovas, K. Utenko, F. Fursa, M. Whittington, S. Yatsyshyn and others.

Without reducing the scientific works' importance of the leading scientists, we'll note that the content of the accounting policy's organizational stages, according to IFRS, has not found enough reflection in their investigations. It grounds the necessity to expand the theoretical knowledge by the organizational model's elaboration of the Ukrainian enterprises' accounting policy formation, according to IFRS. The offered design of the accounting policy formation can be used by the enterprises at the transition to IFRS.

The aim of the presented scientific investigation and tasks

The aim of the presented scientific investigation is the key content's definition of the accounting policy organization's stages, according to IFRS, for the presentation of its formation's organizational model.

Coming out of the set aim, it is suggested to solve the following tasks:

- a) to analyse the content of the *accounting-political* term – ‘the accounting policy’, according to the national normative-legal acts in the accounting sphere and international standards of financial reporting;
- b) to generalize the content of the accounting policy organization's stages, according to IFRS;
- c) to investigate the role of an accountant's professional opinion at each stage of the accounting policy formation's organization;
- d) to suggest an organizational model of the accounting policy formation for the institutional unit, which conducts the reporting, according to IFRS.

Key Findings

The international standards render an important significance and pay much attention to the accounting policy. But there is no special standard, devoted to it exceptionally, among the international standards (and, correspondingly, among the Ukrainian ones). Some Ukrainian

scientists offer to introduce such a standard in order to collect all the *accounting-political* information together: “Taking into account the fact, that there are no single rules of the accounting policy formation, we suggest to elaborate the concept of the accounting national position (standard) – “the accounting policy”, which would establish the bases of the formation (choice and grounding) and reveal (promulgation) of the enterprise’s accounting policy” (Vasylyeva, 2014).

To our mind, such a suggestion is not opportune. However, the accounting policy covers all the standards, but the general information, dealing with it, is contained in NP(S)A 1 “General Requirements to Financial Reporting” and P(S)A 6 “Correction of Errors and Changes in Financial Reports” and also IAS 1 “Presentation of Financial Reporting” and IAS 8 “Accounting Policies, Changes in Accounting Estimates and Errors”. At this, as it’s seen from §§1 and 2 of IAS 8, their functions in the accounting policy formation are divided distinctly between these two standards. Thus, in IAS 1, the requirements to the information reveal on the accounting policies are presented, among others; the aim of IAS 8 is the definition of the criteria to choosing and changing of the accounting policies, together with the accounting approach and reveal of information on changes in the accounting policies.

The Ukrainian legislation refers the accounting policy to the fundamental phenomena. The evidence of this is the fact that its definition is presented in the Law of Ukraine “On Financial Accounting and Financial Reporting in Ukraine”, doubled also in NP(S)A 1 “Requirements to Financial Reporting”. In this standard, in the same way as in NP(S)A 2 “Consolidated Financial Reporting”, there are several norms, dealing with the accounting policy. But more information, dealing with it, is contained in P(S)A 6 “Correction of Errors and Changes in Financial Reports”.

The Ukrainian definition – “the accounting policy” – does not repeat literally its international prototype, but it also does not contain any essential differentiations:

Art. 1 of the Law of Ukraine “On Accounting and Financial Reporting in Ukraine” – p.4, d. 1 of NP(S)A 1 “Requirements to Financial Reporting”

The accounting policy is - the totality of principles, methods and procedures, which are used by an enterprise for conducting and presentation of financial reporting

§ 5 of IAS 8 “Accounting Policies, Changes in Accounting Estimates and Errors”

The accounting policies are – the concrete principles, bases, agreements, rules and practice, used by a subject of management at conducting and presenting of financial reporting

Let’s note, that in IAS 8, it is spoken on the accounting policy in plural. It’s explained by the fact, that, according to the international rules, the accounting policy, set for the concrete accounting object, is considered to be a separate accounting policy. But basing on the national definition of the term, the very totality of such accounting policies composes the single accounting policy of the enterprise.

In both variants of this term, firstly, the aim of the accounting policy’s use – “conducting and presentation of financial reporting”- is defined absolutely in the same way, i.e. the accounting policy is limited only by conducting and presentation of financial reporting and is not expanded on the problems of the accounting’s organization and exercising;

secondly, it's not spoken either on the opportunity of choice or on the order, which confirms its content.

As far as the choice opportunity is concerned, nothing is said about it in fact, but its individual character is observed from the definition of the accounting policy. However, we speak on the opportunity of choosing the concrete principles, methods and procedures (in the Ukrainian variant) or the concrete principles, bases, agreements, etc. (in the international variant) by the concrete enterprise.

In both definitions of the accounting policy (both in Ukrainian and international ones) the principles were the first to be named. According to p.6 in part IV of NP(S)A 1, the enterprise should light up the chosen accounting policy by the description of: the principles of estimation of the reporting's articles, the accounting methods, dealing with the separate articles of reporting (NP(S)A 1, 2013).

The similar norm is in IAS 1, where, according to § 117, the subject of management, describing his accounting policies in the notes to financial reporting, should reveal: the base (or bases) of the estimation, used at conducting of financial reporting; the other used accounting policies, being opportune for understanding of the financial reporting.

Thus, everything that in the Ukrainian standard is called "principles", is called "a base" by the international standard. There are a lot of similar terminological differentiations in standards. In most cases they do not change any sense of this or another norm and do not prevent us from its correct understanding.

However, some important norms are absent in the Ukrainian standards, which greatly go against the international standards, according to their amount. Particularly, in NP(S)A 1 there is no analogue to § 7 of IAS 8, where it's mentioned that "if IFRS are used concretely for the operation, another event or condition, then the accounting policy or the accounting policies, used to such an article, should be defined by the use of IFRS" (NP(S)A 1, 2013). Thus, the estimation principles, accounting methods, procedures, agreements, rules, etc., on which it is spoken in the definition of "the accounting policy" term, should be found in the standards, devoted to the concrete objects of accounting.

Almost all the standards contain two categories of norms:

- those, which establish concrete rules and should be performed by the subjects of management unconditionally;
- those, which contain several variants of rules, among which the subject of management has an opportunity to choose one or several ones.

As it's noted in § 8 of IAS 8: "IFRS present the accounting policies, which give an opportunity to conduct such a financial reporting, that would contain the opportune and trustworthy information on the operation, other events and conditions, to which they are used (IAS 8, 2003). Thus, almost each standard has something general for everybody and something, that each enterprise chooses individually. The latter one is the accounting policy.

An attention is paid at § 10 of IAS 8, which says that if there is no IFRS, which is concretely used to operation, another event or condition, then the subject of management has the right to elaborate an accounting policy individually. This norm deserves an attention, because it testifies the foresight and flexibility of the international standards' elaborators. They understand that the economy and the economic activity develop constantly, that is why there is an appearance probability of the accounting objects, not included into the standards.

Being different from the national standards, IFRS present much more opportunities for the establishment of the accounting policies, based not only on the acting standards and interpretations, but on the opinions of the managerial personnel.

At the organization of the accounting policy formation, it's necessary to take into account that the International Standards of Financial Reporting in the role of the information users, which is contained in the enterprise's reporting, perceive the investors first of all. Such a position is the main difference, because accounting and reporting in Ukraine are subjected to the state's interests and to the requirements of the tax legislation.

"IFRS are based on three main concepts: fair cost (the essence is that the assets and liabilities are reflected by such a cost, which can inform the reporting's users best of all of the real cost of the accounting objects), priorities of the economic content over the legal form (being different from the Ukrainian standards, IFRS do not leave the unity of the economic content and legal form), transparency (in reporting, conducted, according to IFRS, a great volume of information on the enterprise's activity is revealed)" (Fursa, 2016).

The approaches to the accounting organization are changed under modern conditions of business - making. With the realization purpose of different project decisions, it's necessary to use the ways of modelling, which would be put into the basis of one or another content's choice of the accounting policy. Let's clear out their contents and form the integrated model with the purpose of the practical use of the recommendations, dealing with the organizational measures of the accounting policy formation.

The accounting policy formation is a different, complex process, which is composed of three stages: preparation, the main one and conclusion. Each stage plays the corresponding role (Fig.1). Having guaranteed their harmonization and succession, you can form the rational accounting policy.

The process of the accounting policy formation's organization is under the influence of two essential factors, which define the main content of the accounting policy. All the factors of influence may be divided into the internal and external ones.

The external factors are the factors, which are stipulated by the economic-political situation in the country and in the world, legislative-normative documents of the state level, the activity of the bodies, having an influence on the accounting and reporting, the state policy in the sphere of accounting.

The internal factors are the factors, which are defined by the enterprise itself and depend upon its activity in general and the accounting sphere in particular. To such factors it's worth referring: the property form of the enterprise and its organizational-legal form; the type of activity and the concrete branch; the scale of the enterprise and the volumes of its activity; the level of the material-technical and energetic provision of the enterprise; the number of workers and the level of the personnel qualification.

If we analyze the mentioned factors, it's evident that they depend completely upon the concrete subject (enterprise) and the sphere of its activity. The problem of such factors' integration complicates the process of the accounting policy formation. The main instrument, which allows to unite the external and internal factors and which leads to the accounting policy formation, is a professional opinion.

The interpretation of 'the professional opinion' term is defined in ISA 200 "Overall Objectives of the Independent Auditor and the Conduct of an Audit in Accordance with International Standards on Auditing", according to which a professional opinion is the use of the necessary skills, knowledge and experience in the standards' context of the audit, accounting and professional ethics at the grounded decision-taking, dealing with the plan of actions, being acceptable under the circumstances of the audit tasks.

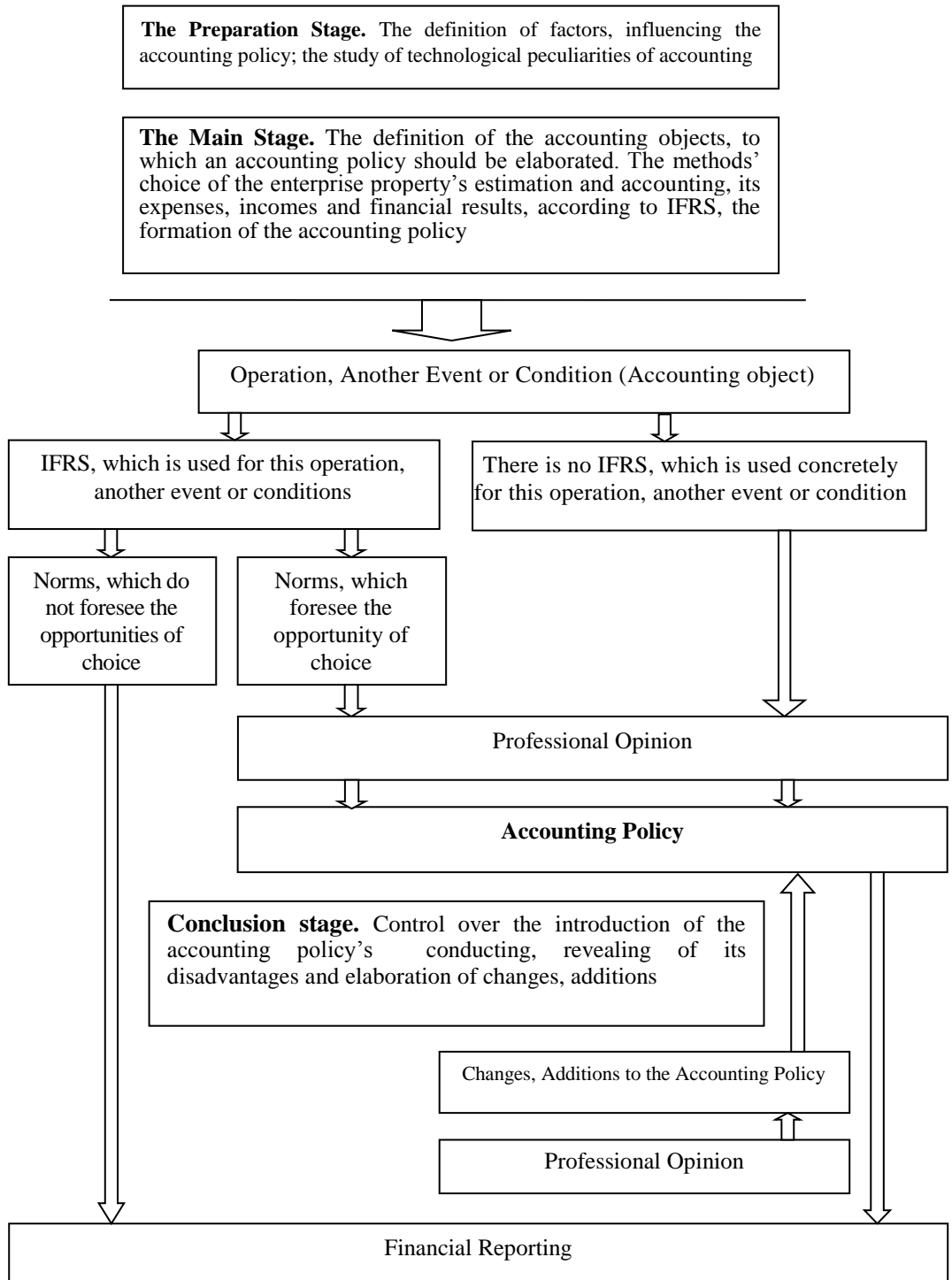


Fig. 1. Organizational Model of Accounting Policy, According to IFRS
[author's development]

The existence of the professional opinion's substitute in the accounting system is stipulated by the presence of the legislatively fixed right for the choice of methods and ways of accounting's exercising, which should be declared in the accounting policy of the enterprise.

Taking into consideration the above mentioned, the enterprise's accounting policy should be examined as the resulting informational product, composed of the totality of an accountant's professional opinions. Making choices from the available legislative alternatives, the accountant should follow the interests of the enterprise, especially in the choice part of one or another method of accounting's conducting with the purpose of the formation and presentation of the trustworthy information on the activity of the enterprise. Another important aspect of the accountant professional opinion's use is the need in elimination of the uncertainty, caused by the imperfection of the accounting normative-legal acts or the absence of the concrete, defined by the legislation, approaches to the reflection of those or other managerial operations. In such cases the accountant should take a responsibility, for his fear and risk, for the formation of the accounting policy's concrete positions, which should guarantee the trustworthy reflection of the managerial activity.

Particularly, in IAS 8 it's noted that if a standard or an interpretation, which are concretely used for the operation, another event or condition, is absent, then the managerial personnel should use the opinion at the elaboration and use of the accounting policy. The information should correspond to the requirements of the users on economic decisions-taking and should be trustworthy in that sense, that the financial reporting: presents reliably the financial state, the activity's financial results and money flows of the subject of management; reflects the economic essence of the operations, other events or conditions, but not only the legal form; is neutral, i.e. free of prejudices; is discrete; is complete in all essential aspects.

Correspondingly, the realization of the professional opinion, to T. Storozhuk mind, should be exercised on the basis of: the valid legislative-normative base at all the regulation levels of accounting's exercising and reporting's conducting, including the international one; the scientific base and properties in the sphere of accounting; the formed practice and qualification of the experts on accounting; private theoretical knowledge in the speciality of each expert; practical experience of the specialist in accounting's exercising in the whole and in the corresponding branch and at the enterprise (organization, institution) (Storozhuk, 2013). The author pays an attention at the fact that the accounting policy is the territory of the professional (more often, but not exclusively, the accounting one) skill; the place, where the experience and intuition are not less important than knowledge.

Significant for the development of IFRS use's practice is the problem of the corresponding qualification's absence, in particular, the accounting estimation's competence of the events and operations: the experts, who have passed the training in the period of the planned and transition economy, have no such experience. Due to the fact, that knowledge of IFRS is not obligatory in our country for gaining a higher professional education in the accounting speciality, the enterprises may feel the lack of the corresponding qualification's personnel. However, as separate investigators mention, the first steps have been made in Ukraine in the direction of this problem's decision: the courses of the qualification improvement, dealing with IFRS use, and the certificate programs are acting, including the international ones (Kyrei, 2014). More and more accountants, having the diplomas and certificates of the international institutes and organizations, such as ACCA, CIMA, CPA, CFA, CIPA, IAB, IFA, CGA, IMA, etc. appear in Ukraine every year. It's foreseen that the owners of the certificates can use the professional opinion for the problems of financial

management, take part in the managerial decisions-taking and elaborate the qualitative Positions on the accounting policy at the enterprise on the basis of IFRS, which would maximally take into account the specific character and tactical aims of the enterprise activity. Thus, the quality of the accounting policy and financial reporting depends greatly upon performers. That is why, to the authors' mind, it's necessary to refer the training level of the personnel - participants of the accounting policy formation to the internal factors, influencing the qualitative characteristics of the accounting policy.

The preconditions of the accountant professional opinion's use widening are the following:

- the appearance of the accounting new objects, which are not reflected in the enterprise's financial reporting (business reputation of the company, human capital, client base, transactional expenses, etc.);
- the use of the professional opinion on its vitality;
- the use of the professional opinion at the estimation choice of the accounting object (Boyko, 2016).

You should take into account that changes in the managerial activity of enterprises may cause the need in the reconsideration of the taken decisions and the inclusion of certain correctives into the accounting policy, that may be established only on the basis of the accountant's professional opinion. The professional opinions may be divided conditionally into two groups, according to their belonging to the reporting periods, due to which they are formed:

- the professional opinions, dealing with the future facts' interpretation of the managerial activity, the appearance of which is foreseen with the high degree of trustworthy, including the facts' knowledge of the previous reporting periods or another information. In this case the professional opinion is formed as the order on the accounting policy, which is approved at the beginning of the year;
- the professional opinions on the facts of the managerial activity, which appear during the current reporting period. They are formed either as a change or as an addition to the accounting policy during the year.

Let's concentrate our attention at the main stage of the accounting policy formation's organization – the methodical component, because, with the transition to IFRS, this very part is subjected to significant changes. This part is a description of the concrete methods of the information reflection in accounting and financial reporting, which are chosen, according to the approaches, being suggested by the international standards and not objecting to them. As each separate company has its own specific character of the managerial activity's exercising, it's difficult to give any unified recommendations, dealing with the information reveal and the formation of points in the methodical part of the accounting policy. In p.54 of IAS 1, the minimal list of the articles, the information on which should be reflected by all means in the Reporting on the financial state, is presented. The list of such articles and the corresponding IFRS, where the methodological approaches, methods and ways of the information interpretation on the mentioned articles are revealed in the financial reporting, is presented in Table 1. It will simplify significantly the process of the accounting policy formation, according to IFRS.

Table 1

Minimal Articles' List of Reporting on the Financial State and Corresponding to Them Methodical Component of the Accounting Policy, According to the Requirements of IFRS [author's development]

Article's name	Accounting policies, dealing with the chosen methods of the accounting object	Regulating standard of IFRS/IAS
1	2	3
Main means	Main means (definition; recognition; estimation; accounting model; periodicity of the re-estimation conducting; amortization methods; criteria of spare parts' recognition and reserve equipment by the main means; reduction and renewal of the utility; recognition stopping; reflection in reporting, etc.)	IAS 16 "Property, Plant and Equipment"
Investment immovability	Investment immovability (definition; recognition; estimation; transference; withdrawing; reflection in reporting, etc.)	IAS 40 "Investment Property"
Intangible assets	Intangible assets (recognition; periodicity of re-estimation conducting; amortization methods; reflection in reporting, etc.)	IAS 38 "Intangible Assets"
Financial assets	Financial instruments (financial assets and financial liabilities; recognition; estimation; reflection in reporting, etc.)	IFRS 7 "Financial Instruments: Disclosures"; IAS 32 "Financial Instruments: Presentation" IAS 39 "Financial Instruments: Recognition and Measurement" (will be superseded by IFRS 9 effective 1 January 2018)

Continuation of the table 1

1	2	3
Investments, according to the method of participation in capital	Investments into the associated enterprises	IAS 28 "Investments in Associates and Joint Ventures"
Biologic assets	Biologic assets and agricultural production (definition; recognition; estimation; reflection in reporting, etc.)	IAS 41 "Agriculture"
<u>Inventories</u>	Reserves (recognition; estimation; method and estimations of withdrawing; reflection in reporting, etc.)	IAS 2 " <u>Inventories</u> "
Assets, which are kept for sale	Non-current assets, which are kept for sale (recognition; estimation; reflection in reporting, etc.)	IFRS 5 "Non-current Assets Held for Sale and Discontinued Operations"
Provision, liabilities	Recognition and estimation of provisions and liabilities, their separate reflection	IAS 37 "Provision, Conditional Liabilities and Conditional Assets"
Financial liabilities	Expenses, according to credits and loans	IAS 23 "Borrowing Costs"
Deferred tax assets and liabilities	Income tax (definition; classification of the tax assets and liabilities; their estimation; information revealing, etc.)	IAS 12 "Income Taxes"
Liabilities, included into the liquidation groups, are classified as those, which are kept for sale	Classification of liabilities as those, which are kept for sale, the separate reveal in reporting	IFRS 5 "Non-current Assets Held for Sale and Discontinued Operations"
Uncontrolled parts, presented in the property assets	The need in the information revealing on the uncontrolled parts, the order of operations at the loss of the maternal enterprise's control over the daughterly one (division into the owners of the maternity company, stopping of assets' recognition, correction of income, others)	IAS 1 "Presentation of Financial Reporting", IFRS 10 "Consolidated Financial Statements"
Issued capital and reserves	Financial reports (composition of financial reports; general characteristics; principles; structure and content)	IAS 1 "Presentation of Financial Reporting", IAS 7 "Statement of Cash Flows"

The example of the accounting policies' choosing is: the choice of the accounting model, which is used by the subject of management for his investment immovability, - the model of the fair cost or the model of the prime-cost (IAS 40); as for the main means, - the accounting policy's choice will be presented by their accounting's choice, according to the model of the prime-cost or according to the model of re-estimation (p.29 of IAS 16).

According to the prime-cost model, after having been recognized as an asset, the object of the main means should be accounted according to its prime-cost minus any accumulated amortization and any accumulated losses from the reduction of utility.

As far as the model of re-estimation is concerned, after the object of the main means have been recognized as an asset (the fair cost of which may be truly estimated), it should be accounted, according to its re-estimated sum, being its fair cost on the date of its re-estimation, minus any further accumulated amortization and the further accumulated losses from the reduction of utility.

For the reserves, the accounting policy's choice will be the choice of the formula (method) of the reserves' prime-cost definition, according to IAS 2, by which three formulas (the averagely-weighted prime-cost, FIFO, identified prime-cost) and two methods of the reserves' prime-cost definition are foreseen.

For the incomes from the services' presentation, according to IAS 18, the choice of the accounting policy will be presented by the methods, which are used for the definition of operations' completeness level, being foreseen by the presentation of services. Three methods of the operations' completeness level definition are foreseen by this standard.

If there is no IFRS, which is used concretely for the operation, another event or condition, then the managerial personnel should use the opinions at the elaboration and use of the accounting policy. Thus, the notion of the doubtful debts' reserve for the receivables is absent in the international standards of accounting and financial reporting. Correspondingly, the recognition methods of the doubtful debts' reserve (the method of the doubtfulness absolute sum's use and the method of the doubtfulness coefficient's use), being foreseen by the national P(S)A 10, are absent too. The Paragraph 62 of IAS 39 says: "Sometimes the observation data, necessary for the previous estimation of the loss sum from the financial asset's utility reduction, may be limited or may not correspond completely to the current circumstances. For example, it may happen, if the borrower suffers from financial difficulties and there is a small number of the available former data on such borrowers. In such cases the subject of management uses his professional opinion for the previous estimation of any loss sum from the reduction of utility" (IAS 39, 2003).

However, in IAS 39 it's defined that the receivables are referred to the financial assets, which are estimated further, according to the depreciated prime-cost. At this, if there is an objective evidence of the fact that the loss has appeared from the utility reduction of the receivables, being accounted, according to the depreciated prime-cost, then the balance cost of the asset should be reduced directly or by using the account of reserves. The sum of the loss should be recognized in the income or the loss.

Thus, the creation of the doubtful debts' reserve, being foreseen by the national P(S)A 10, meets the requirements of IAS 39 on the recognition of receivables' utility reduction through the account of reserves. But the recognition method's choice of the doubtful debts' reserve is the managerial personnel's opinion, taking into consideration the Positions of the accounting's national standards, which do not object to IFRS, and the Conceptual basis of financial reporting.

Conclusions and Suggestions

The investigation results allowed to define such peculiarities of the accounting policy, which are characteristic for the modern stage of the accounting national system's development in Ukraine, namely:

a) the liberation instrument of the accounting system in the part of transition to IFRS use;

b) the instrument the internal regulation documents' improvement in the part of the formation and reveal of financial information;

c) the instrument of the contradictory moments' decision, dealing with the order regulation of the financial reporting's conducting;

d) the instrument, which guarantees the realization of the accountant professional opinion's use at the elaboration need in the ways and methods of the accounting reflection of the managerial processes.

The suggested model of the enterprise's accounting policy formation is subjected to the norms of international standards (the accounting policy for the corresponding operations, events or conditions is defined by the separate standards, the recommendations on the choice and use of the accounting policy are contained in IAS 8) and foresees the organizational measures on the elaboration of the accounting policy, which are structured, according to the stages of the organization, the content of IFRS norms or their absence. Thus, if the accounting rule:

a) is defined in the corresponding IFRS, - its use is obligatory (if the influence of its use is insufficient, - this rule may not be used);

b) is not defined in IFRS, - then, the accounting policy is defined by the managerial personnel, who use professional opinions. The accounting policy of the enterprise is presented as the resulting informational product, which is composed of the totality of the accountant's professional opinions.

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*THE EXAMPLE OF THE DESIGN OF MATERIALS***NEW ECONOMIC SYSTEM OF SOCIETY DEVELOPMENT****John B. Sitdson**PhD, Polonia University in Czestochowa, e-mail: js@gmail.net,
orcid.org/0000-0102-4843-3694, Poland

Abstract. The article deals with the information economy as a new economic system wherein information and knowledge are the main products. It is proved that a central component of an economic system is work with information and use of information systems in the process of management. The author substantiates the requirement for the search of new approaches to the solution of problems of development of institutional structures of information economy.

Keyword: knowledge, information, system, information economy, management.

Introduction

Global growth of information and telecommunication technologies, on the one hand, and also the necessity of development of scientific knowledge in the area of theory, methodology and practice of informative approach of study of information economy and society, on the other hand, determines topicality of consideration of the process of formation of information economy. Information turns into a strategic resource and factor of acceleration of scientific, technical and technological development and becomes a part of the real economy.

Information economy as a new economic system of the development of society

It presupposes the conceptual comprehension of the process of establishment of an informative and technological method of production and related to it forming of an information paradigm in a modern economic science.

The evolutionary process of the establishment of information society is represented in researches of P. Drucker, who used a notion “information revolutions” (Drucker, 1989). He worked out the theory of the stages of development, which allows deeper understanding of the logic of establishment of information economy.

The term “information economy” was first used in 1976 in works of Mark Porat, an employee of the Stanford Centre and designated by him as a cluster of industries, engaged in the production of modern databases and facilities which provide their application and functioning (Porat, 1978). He is given the credit for introducing a distinction between the primary and secondary information sector of economy. A primary sector, according to his opinion, can be estimated quantitatively, while everything is much more difficult with the secondary one.

The Revolution in the development of information technologies allowed to talk about a global network, which materialized the globalization of economy. New information technologies, in fact, are not simply becoming the instruments of application, but also the

processes of development. The system - oriented analysis of the information economy with due regard to the forming informative paradigm of the economic theory requires additional consideration.

Governments in this system play a key role, being the large users of software (in particular, due to the technologies of electronic national administration and government procurement), and that's why they greatly influence the factors, providing existence of this system.

As we pass on to the information economy the popularity of information processing systems and company management is intensively growing. The increase of fitting of companies with hardware and software of information technologies, which demand support, made companies search ways of solution of a problem of increasing expenses. The use of cloud technologies considerably facilitates the work in those cases, when the potential consumers of the application solution are not incorporated into a local network, possess diverse equipment and aren't disposed to follow any obligatory recommendations concerning hardware and software configuration in the sphere of economy.

The penetration of new technologies in the informative market happens due to its technical constituent and directly influences the information constituent of the market, the part of which is management information systems (MIS). It should be noted that among the tendencies, which we've distinguished the technology of hybrid cloud computing is universally called - for practically for all types of MIS, and basic efforts of most companies will be directed exactly to its application.

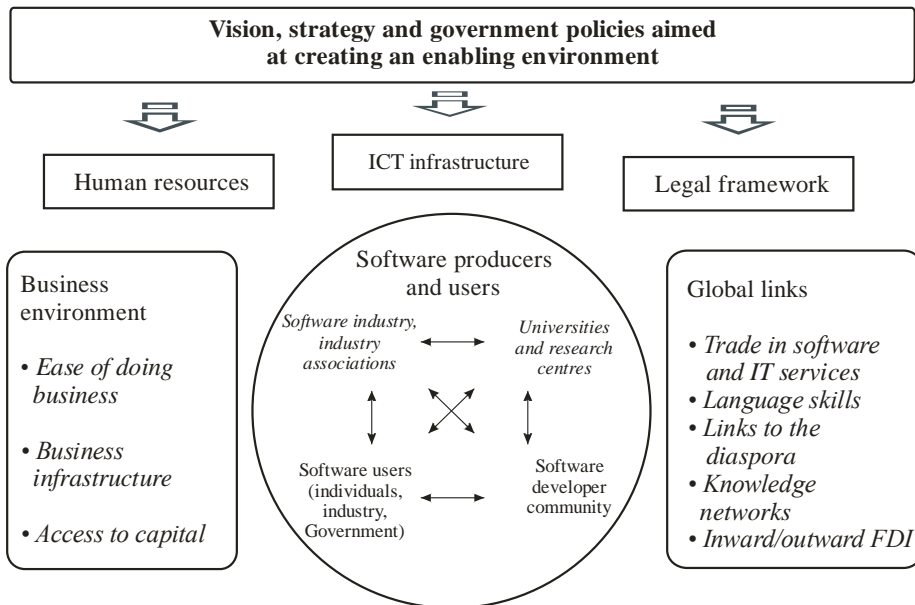


Figure. 1. A national software system (Information Economy Report, 2012)

The process of globalization generated the new phenomenon, when a global technological leader, which possesses a key technology, in the process of innovative activity

and by means of large - scale investments accumulates technologies similar to the basic one or other, substantially extending its principal properties. A synergetic effect from the application of this activity results in the permanent instantaneous “switching” of a leader to the more advanced overriding technology.

Moreover the permanent transformation of industry standards of this market by the technological leaders with the purpose to change it and get greater benefits takes place.

Conclusions and suggestions

Conception of information economy includes fundamental definition of information society. It's defined as a system of connections and relations between individuals, which appear in the process of interchange of information concerning social and economic activity. Information economy is simultaneously defined as a system of public relations, wherein the information is a basic productive resource.

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