ECONOMY OF ENTERPRISE

RESULTS OF EFFICIENCY EVALUATION OF INVESTING ALTERNATIVE PROJECTS OF TRANSPORTATION CUSTOMER SERVICE

Due to development of market economy and economic globalization, carriers can service a large number of customers and their cargoes. Ability to serve several customers with one type of vehicles raises the topical question about the effectiveness of redistribution of carrier’s vehicles between customers and their cargoes. Opportunity to purchase vehicles or hire other carriers’ vehicles poses the question on the efficiency of transport service management and efficiency criteria for such management in the long term periods [1—3].

The approach was developed to determining the required number of vehicles to serve three customers, each of them having its own material flow, separately and together, for a certain period of time, with compatible parameters of the vehicle and material flow of each customer. Based on the results, the conclusions can be made on the effectiveness of the method for vehicles calculating for the period with compatibility of vehicle parameters and parameters of material flow of each customer. Rational number of the own vehicles using separate calculation constitutes 26 items, with calculation for the period with compatibility of vehicle parameters and parameters of material flow of each customer. Rational number of the own vehicles using separate calculation constitutes 26 items, with calculation for the period with compatibility of vehicle parameters and parameters of material flow of each customer. Rational number of the own vehicles using separate calculation constitutes 26 items, with calculation for the period — 22 items, with the total number of vehicles — 44 and 30 items respectively. There is a synergistic effect in transport service of customers for a certain period of time, which lies in increased net present value of the project due to redistribution of vehicles between customers and their material flows. The maximum total NPV for customers serviced separately is 2570966.08 UAH, for the second customer serviced for a specified time — 7054795.14 UAH.

Keywords: investment project, vehicles material flow, transport service management, synergistic effect.

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INDICATOR OF COMPANY VALUE MANAGEMENT EFFICIENCY

Basic indicators of value-oriented management were considered in the paper. The main advantages and disadvantages of each considered indicator of the value-based management were defined. It was found that the indicator of total business return is one of the most effective indicators of value-based management, since it accurately reflects the relationship between the profitability, growth and cash flows. The basic approaches to determining the company value at the end and beginning of activity were considered. The basic reasons which complicate the use of comparative approach to estimating the company value in Ukrainian business practice were established. It was found that when determining the assessed value of the company for determining the efficiency of its activity, the income approach should be used, namely the method for discounting cash flows based on the variable growth of future cash flows, using net assets. A new indicator of value-oriented management was developed based on discounting the free cash flows of the company and allowing estimating not only current, but also its future activity.

Keywords: value, value-oriented management, cash flows, total business return, management, efficiency.

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JUSTIFICATION OF DEVELOPING THE METHOD OF MANAGEMENT COST ACCOUNTING IN CONDITIONS OF BUDGETING

Methodical approaches of developing managerial cost accounting in budgeting of production units of the food industry are substantiated in the paper.

Self-supporting nature of companies in the current environment requires the implementation of strict cost control methods, which is the best ensured by the «budgets» as the most perfect form of planning and control in relation to the emerging competitive conditions and inflation.

With this regard, the requirements for developing management accounting with creating new facilities: rerolling departments as «responsibility centers» «cost centers», (for the most important types of processing equipment) and «expense centers» (individual workers) are also changed.

The proposed accounting method provides information for the overall monitoring of the established budget of expenditure levels of the whole technological process of manufacturing at the enterprises of food industry.

The research results can be used by practitioners at the food industry enterprises.

Keywords: cost management, budgeting, responsibility center, cost center, expense center.

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The formation of organizational-economic mechanism of stable development of agricultural enterprises is considered in the paper. The structure of such mechanism should consist of balanced industrial, managerial, research components. The results of the review of various authors' scientific views on the essence-meaning content of the category «organizational-economic mechanism» prove that its internal structure should provide an increase of the operating efficiency of agricultural enterprises. In current conditions of agricultural production in general, the problem of stabilization of its development rather than the increase of production efficiency is relevant, since the environmental factors have the most significant influence on the level of production efficiency. Providing the conditions for its further stable development is largely determined by improving the indexes of industrial and commercial activities. The results allow confirming that stable development is possible through the development and implementation at the macro- and micro-levels of integral concept of organizational-economic mechanism of agricultural enterprises, the conceptual structure bases of which are given in the research.

**Keywords:** organizational and economic mechanism, agricultural enterprises, economic development, provisions, competitiveness, efficiency.

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In this article scheme monetary presentation of the balance of payments was presented. The paper presents analysis of existing statistical environment in Ukraine and probable implementing of monetary presentation of balance of payments. Also possibilities of comparison of data obtained from the consolidated balance sheet of depository corporations and balance of payments respectively were analyzed. Potential problems concerning statistical data correlation were highlighted according to existing legislation and possibilities of respondents. The analysis was made item by item investigating the options of implementing monetary presentation in the field of Ukrainian reality. Conclusions on the practical realization of monetary presentation of the balance of payments in Ukraine were made.

Keywords: balance of payments, monetary presentation, monetary aggregates, consolidated balance sheet of depository corporations.

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It is well known that the statistical sampling methods are effective methods to improve the quality of the products produced by the industry. These methods also form a part of modern systems of quality management. So arises the question of the possibility to apply statistical sampling methods in rendering material services mainly in the logistics and on transport, as well as in the activity of freight forwarding companies. The application of sampling methods in the shipping process is studied on the example of the particular situation. The role of forwarder and carrier commercial interest which is defined by comparing the costs of survey of cargo loaded on the ship and penalty for defective goods, charged by the consignee at the port of unloading on the one hand, and the economies of above mentioned penalties achieved due to the surveyor information about state of the cargo loaded from the other side is determined. The discussed sampling methods of cargo control at the may be useful in the practice of forwarding companies. The application of above mentioned methods may be useful to minimize the risks connected with the carrier liability for the safety of cargo and in this way improve the quality of shipping process management.

Keywords: quality management, statistical sampling methods, transport, carrier, survey.

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ABSTRACTS AND REFERENCES

MATERIALS OF SCIENTIFIC CONFERENCE

THE CONTENT OF ECONOMIC CATEGORIES -EFFECT- AND -EFFICIENCY- OF INNOVATIVE ACTIVITIES

page 42–44

Based on the conclusion that the process of radical innovative transformation occurs in the society, the problem of assessing innovative activities was studied in the paper. The main objective of the study is to clarify the essence and basic methodological approaches to the definition of the content and values of such categories as effect and efficiency of innovative activities.

In the study of the innovative activities assessment it is necessary to distinguish the concepts of ‘effect’ and ‘efficiency’ of innovative activities. The essence and content of economic category of ‘effect of innovative activities’ as a result of innovative activity in one of the economic measurements were extensively considered in the paper.

The types of effects of innovations introduction were given.

Understanding the economic effectiveness as the ratio of the result and costs, the most general approaches to assessing the effectiveness of innovative activities were summarized in the paper, the method of calculating the economic efficiency indexes of innovative activities was provided.

According to the research results it was proved that the distribution of innovative activity creates an innovative effect, the analysis of which is the basis for determining the efficiency (effectiveness) indexes of innovative activities. The existing methods for assessing innovative activities are based on the methods of assessing the economic efficiency of innovative projects. They are dynamic and complex by the spectrum of approaches and methods area of economic knowledge.

Keywords: effect, efficiency, innovative activities, economic efficiency.

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PROSPECTS OF RURAL ENTREPRENEURSHIP: GENDER DIFFERENTIATION

page 44–46

Switch to market conditions in the rural economic environment causes the formation of a new socio-economic group — entrepreneurs. This phenomenon is of interest in the study of entrepreneurship in relation to prevailing social stereotypes of typically male and female behavior, created by traditional gender division of social roles. The growth of the number of rural entrepreneurs indicates significant entrepreneurial potential among the rural population, especially in the context of economic empowerment of women. According to the social survey of rural entrepreneurs, the existence of gender-differential vision of the prospects of rural entrepreneurship development was proved. Thus, the majority of male entrepreneurs tend to expand the scope of their activities, increase the production output and range of services, while women on the contrary tend less to business expansion and diversification. The majority of respondents who think to close some existing activities are also women. Also, there are significant gender differences among those entrepreneurs, who expect to reduce the output, production of goods and services. In view of the above, the measures, facilitating business activities of peasants hold a prominent place in strengthening the position of rural entrepreneurship.

Keywords: rural economy, rural entrepreneurship, gender relations, gender analysis, gender differences.

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The essence of the concept of enterprise competitiveness

In the paper the author considered the evolution of scientific approaches of academic economists concerning determination of the concept of «competitiveness», which reveal its theoretical and practical essence. The development of competition allowed the introduction of a number of derivative terms into the economic turnover, one of which is competitiveness. The concept of «competitiveness» was reviewed, the essence of which is revealed depending on the object of identification, purpose and type of competition and some special characteristics which indicate its multidimensionality and hierarchy. It was determined that depending on the level of objects functioning the competitiveness of products, enterprises (micro level); industry, region (meso level); country (macro level) are distinguished. Since the enterprise is a major element of market economy, a high level of the enterprise competitiveness allows creating a competitive economy of the region, industry and country as a whole. Therefore, the author’s attention is paid to the competitiveness. Based on the comparative analysis of theoretical definitions of the «enterprise competitiveness» such approaches to its understanding as ability, capacity, performance characteristics, competitive advantage of the enterprise were selected, which were the basis of their grouping. The study allowed the author to define her vision of the category of the «enterprise competitiveness».

Keywords: competition, competitive economy, competitiveness, enterprise competitiveness.

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The methodology of the economic and environmental assessment of projects using recycled resources

The paper considers the process of economic and environmental assessment of the introduction of projects using recycled resources into industrial production. The essence of the system approach was revealed in the context of economic and environmental assessment, depending on internal and external factors of the operating environment. The influence and effects in economic and environmental assessment were determined from the point of view of a synergistic approach that allows reassessing the nature of ecological and economic relations. The main objective of the study is to analyze the toolset of economic and environmental assessment of such projects, define the variations and classify the effects of the introduction of projects using recycled resources into industrial production. The use of economic and environmental assessments and identification of the system of effects will allow correct prediction of possible variants of production development and prompt response to the changes not only in economic but also in environmental field.

Keywords: economic and environmental assessment, recycled resources, effect.

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EVALUATION AND PREDICTION OF HUMAN RESOURCES DEVELOPMENT

page 50–52

1. The research results of applying mathematical modeling in prediction of development of human resources as a part of productive forces in the region are given in the paper. The objective of the paper is to develop a mathematical model, which evaluates and predicts the development of human resources and stimulates re-emigration.

2. Using mathematical modeling, the model of estimating the development of human resources with the growth of re-emigration and immigration was made.

3. The mathematical model for predicting the development of human resources can eliminate labor imbalance in the labor market in current crisis conditions.

4. Development of prediction model of human resources development is described formally. The research results can be used for further detailed development of the model. It is necessary to determine the quantity and quality of human resources, create the mechanism to assess these characteristics and a system of complex indexes, which can be used to provide the values of human resources condition for qualitative and quantitative characteristics. It would be reasonable to develop a document flow, forms, reports, software to speed up the processing of data and information, as well as the implementation of forecasts.

5. The proposed mathematical model is simple, yet reliable. It allows simulating labor market conditions when returning to the country of a certain number of re-emigrants or substantial outflow of labor force abroad.

Keywords: mathematical modeling, re-emigration, productive forces, human resources.

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INDICATORS OF DEMOGRAPHIC SECURITY ASSESSMENT

page 52–54

The problems of assessment of demographic security as a component of national security are discussed in the paper. The main purpose of the study is to determine the list of indicators characterizing the demographic security and to find a method of their introduction into an integral indicator.

Analysis of the list of indicators that are proposed by the approved methodology for assessment of demographic security level showed its incompleteness as a result of the lack of the indicator characterizing the migration processes. The study of approaches of scientists in this area allowed to complement this list with two more indicators: depopulation factor and the average age of population. It is proposed to form an integral indicator for the assessment of security demographic level. Weight coefficients of the integral indicator are suggested to determine using the method of preferences. Next, the level of demographic security is determined by normalizing the actual values of indicators. Maximum value of the indicator on the basis of normalization will be equal to one. The obtained formula allows the assessment of the demographic security level of region and country as a whole.

Keywords: national security, demographic security, indicator, migration processes, integrated indicator.

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METHODS OF QUANTITATIVE ASSESSMENT OF SOCIO-ECONOMIC DEVELOPMENT OF ENTERPRISES

page 54–56

The methods of quantitative assessment of socio-economic development of enterprises were considered in the paper. Some results of our research in this field were given. The objective of the study is to develop the methods of quantitative assessment of development (social responsibility) of enterprises taking into account their functioning in the changeable economic environment. Various approaches to assessing the social responsibility of enterprises were considered in the paper. The developed methods are based on statistical instruments and allow performing the calculations based on the information obtained from financial reports of industrial enterprises with the purpose of determining the moment and dynamic assessments of socio-economic development of enterprises that allows defining the level of their social responsibility for further analysis and comparison. The research results can be used by managers involved in development and strategic management of enterprises.

Keywords: social responsibility, quantitative assessment methods, weight coefficient, development of enterprises.

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The article presents a modification of the economic-mathematical model of the transport problem in a network setting. The model allows to optimize the composition of cargo delivery system, taking into account the main risk factor for cargo — loss of time, which is reflected in the objective function as a result of loss of time — financial losses, as well as the relevant restrictions. The basic idea of modeling: the determined delivery schemes and transportation technologies. These results provide minimum of total transport costs and possible losses as a result of increasing the time of delivery for the given time constraints and the cost of transportation. Thus, cargo owner chooses delivery and defines for itself a valid measure of risk in terms of loss of time. This approach provides more adequately a mathematical way, which meet present-day conditions of the transport market.

**Keywords:** system delivery, quality, risk, model, optimization, delivery time, loss of profits.

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