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- КОМЕЛІНА О.В.** – заступник головного редактора, д.е.н., проф., декан факультету менеджменту і бізнесу Полтавського національного технічного університету імені Юрія Кондратюка;
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- ХВЕСИК М.А.** – д.е.н., проф., директор Інституту природокористування та сталого розвитку НАН України, член-кореспондент УААН;
- ЧЕВГАНОВА В.Я.** – к.е.н., проф., завідувач кафедри економіки підприємства та управління персоналом Полтавського національного технічного університету імені Юрія Кондратюка;
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- ЮРКІВ Н.Я.** – д.е.н., доц., завідувач кафедри управління банківського безпекою Університету банківської справи НБУ.

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UDC 347.71:001.89

**MODERN FOUNDATIONS FOR THE COMMERCIALIZATION
OF INNOVATIVE TECHNOLOGIES****Onishchenko V.O., Doctor of Economics, Professor, Komelina A.A., Ph.D.
Poltava National Technical Yuri Kondratyuk University**

In the article the main approaches to the formation of innovative technologies commercialization mechanisms are suggested. The influence of current factors on their efficiency and their role in the region are defined.

Keywords: mechanism, commercialization, technology innovation, regional development.

UDC 330.3.41.1:334

**OBSTACLES ON THE WAY OF THE NATIONAL INDUSTRIAL
ENTERPRISES INNOVATION DEVELOPMENT AND WAYS OF
THEIR OVERCOMING****Filyuk G.M., Doctor of Economics, Professor, Honoured Economist of Ukraine, Head of
the Enterprise Economy Department, Kyiv Taras Shevchenko National University**

The article exposes nature of the term «innovative development of a firm». Obstacles which block innovative activity of Ukrainian industrial companies are under study. Detailization of these obstacles existence causes under the current circumstances is carried out. Suggestions towards overcoming the obstacles on the way of Ukrainian business innovative development are provided.

Keywords: Innovations, obstacles, industrial companies, innovativeness, competitiveness, economic security, innovative development of the companies.

UDC 343.533.6

**FORMATION OF A STRATEGY TO IMPROVE
THE COMPETITIVENESS OF ENTERPRISES:
METHODOLOGY AND PRACTICE****Bryzhan I.A., Doctor of Economics, Professor, Enterprise Economics and Personnel
Management Department, Poltava National Technical Yuri Kondratyuk University.
Chevhanova V.Ya., Ph.D., Professor, Head of the Enterprise Economics and Personnel
Management Department, Poltava National Technical Yuri Kondratyuk University**

The authors suggest a sequence of development strategies to improve the competitiveness of enterprises, approaches to its implementation, which can be used by economists and managers of enterprises of different activities.

Keywords: competitiveness, strategy, competitive advantage, competitive environment

UDC 338.2

PERFORMANCE MANAGEMENT OF FIXED ASSETS**Gerashchenko I.O., PhD, Associate Professor, Economics and Business Entities
Department. Stryzhko O.A., Master, Economics and Business Entities Department.
Ukrainian Engineering and Pedagogical Academy, Kharkiv**

In the present paper, the notion of fixed assets is explained. Authors examined the diversity of interpretations made by other economists, the metric indices for assessing status and efficiency of fixed assets, described methods of assessing the health and efficiency of fixed assets and the model for the assessment of the main assets of the company and appropriate performance management solutions in fixed assets.

Key words: management, fixed assets, enterprise, efficiency and development

UDC 330.341.1

**INNOVATION MARKETING AS A FACTOR OF
COMPETITIVENESS IMPROVING IN UKRAINIAN
CONFECTIONERY INDUSTRY UNDER CRISIS**

**Moklyak M.V., PhD, Associate Professor,
International Economics and Marketing Department,
Popova Yu.M., PhD, Associate Professor,
International Economics and Marketing Department,
Nelen L.F., master, Poltava National Technical Yuri Kondratyuk University**

The problems of modern confectionery market functioning in Ukraine are considered in the article. The necessity of innovation marketing at the confectionery industry enterprise as a key to their competitiveness was proved. Directions for the further confectionery industry development have been determined.

Keywords: innovations, innovation marketing, confectionery industry, competitiveness, market.

UDC 658.2.012

**FORMATION OF THE ECONOMIC POTENTIAL OF THE
ENTERPRISE: THEORETICAL ASPECT**

**Prohorova V.V., Doctor of Economics, Professor,
Tarasyuk D.S., MA, Ukrainian Engineering and Pedagogical Academy**

This article discusses the problem of managing the economic potential of enterprises. The article analyzes the theoretical bases of the economic potential of the company, reviewed the regulatory framework and economic literature analyzing the economic potential of the enterprise, systematized factors of external and internal environment that can influence the level of economic potential, particularly existing approaches and methods to assess the economic potential were studied.

Keywords: enterprise potential, economic potential, management of economic potential and economic resources

UDK 334.012.64

ESTIMATING THE EFFICIENCY OF THE REGIONAL PROJECT

**Gudz P.V. Head of the Management Department,
Zaporizhzhya National Technical University**

The article discusses approaches to estimating the efficiency of regional programs and projects. The method of estimating the efficiency of the regional social project is based on a number of criteria and indicators that gives it an integral nature. For example, the Zaporizhzhya region's economy was estimated as to the efficiency of regional social projects in the key sectors of the economy.

Key words: economy of the region, regional project, efficiency of the project, method of estimating the efficiency of the regional project.

UDC 332.02: 334

**REGIONAL FACTORS OF THE REGION'S SUSTAINABLE
DEVELOPMENT**

**Gryshko V.V., Doctor of Economics, Professor.
The Poltava National Technical Yuri Kondratyuk University**

The article concerns the author's interpretation of the main provisions of sustainable regional development, the description of indicators for sustainable regional development, determining the sustainability of regional development, the introduction of sustainable development in Ukraine.

Keywords: sustainable development, sustainable development of the region, indicators of sustainable development.

UDC 339.727.22

**CONCEPTUAL PRINCIPLES OF IMPLEMENTING INVESTMENT
MARKETING IN THE INDUSTRY OF UKRAINE'S REGIONS**

**Iryna Chychkalo-Kondratska, Doctor of Economics, Associate Professor,
Alyona Buriak, Postgraduate Student.
Poltava National Technical Yuri Kondratyuk University**

In this article we suggest to consider investment marketing in the region's industry as a purposeful activity aimed to increase the investment attractiveness of industrial enterprises and industrial real estate objects in the region, promotion, accumulation and realization of their investment potential towards activating direct foreign investment attraction. We have generalized some specific characteristics determining the features of its implementing on the regional level. We have also substantiated the basic constituents of investment marketing in the industry, which are necessary for launching an efficient promotion, building-up and realizing the industry's investment potential in the region. The algorithm for conducting marketing research of the region's industry investment environment has also been developed.

Keywords: foreign direct investments, industry, region, investment marketing, investment potential.

UDC 352.073.544 (477)

**MODERN PROBLEMS OF LAND RELATIONS
DEVELOPMENT: REGIONAL ASPECT**

**Dubishchev V.P., Doctor of Economics, Professor, Head of the Economics
Theory and Regional Economy Department,
Poltava National Technical Yuri Kondratyuk University**

The article analyzes the regional content of the modern land relations development problems both at the general economic level as a whole, and at the level of Ukraine in particular. The analytical ways of solving the land relations development problems are substantiated at the theoretical and the applied levels on the basis of deepening the differential rent 1 and the regional factor implementing.

Keywords: regional content of land relations, land relations problems, land assessment, regional programs, differential rent 1.

UDC 658.8. 012.12:633.85

FUNCTIONING OF THE MARKET OF SOYBEAN IN UKRAINE

**Chekhov Sergey, candidate of economic sciences,
Head of Experimental Station of rare and aromatic crops NAAS**

The analysis of production and consumption of soybean in the domestic agricultural market in the climatic zones and regions of Ukraine, the dynamics of the price situation, the forecast for its further development.

Key words: market of soybean, soybean production, soybean consumption trends, products of soybean, the price of soybean.

UDC 339.13, 339.17

**TENDENCIES AND PROSPECTS OF E-COMMERCE
DEVELOPMENT IN UKRAINE**

**Malovychko S.V., PhD, Head of the Marketing and Management Department,
Donetsk Mykhayilo Tugan-Baranovsky National University of Economics and Trade**

E-commerce becomes one of drivers of world economy, opening wide possibilities of multi agents cooperation both on international and on national levels.

Therefore problems of research of the state of the electronic shipping in Ukraine, exposures of basic

tendencies and prospects of her development are actual enough.

The aim of the article is research of practical aspects of development of e-commerce in Ukraine, in particular, exposure of basic tendencies and prospects of her development in our country.

Ukraine - one of most user markets in Central and East Europei by a size approximately 45 million persons. A connecting level to the Internet for the last two years grew almost after all age categories. The amount of Internet-users can attain 22 million persons already to the end of 2015. However a market of e-commerce yet is on the stage of becoming and has enormous potential for an increase.

A market of e-commerce analysis in Ukraine allows to educe basic tendencies and prospects of her development: perfection of logistic infrastructure; development of e-marketing; active use of mobile technologies; increase of online-sales both in the world and in Ukraine; active to use mobile devices for online-purchases; yet deeper penetration the Internet in Ukraine.

The prospects of further researches in this direction is development of recommendation on a management e-commerce, development of strategies of management e-commerce of enterprises

UDC 330.161

THE ANTIMONOPOLY POLICY OF REGULATING ANTICOMPETITIVE CONCERTED ACTIONS IN THE GOODS MARKETS

Ptashchenko Liana Oleksandrivna, Doctor of Economics, Professor.

Rudych Olga Anatoliivna, PhD. Poltava National Technical Yuri Kondratiuk University

The issue of anticompetitive concerted actions and unjustified price increase in the goods markets was considered, the world experience of applying state regulatory instruments that can detect these actions was analyzed, and the problems of competition policy in Ukraine and ways of their solution were determined.

Keywords: Anticompetitive concerted actions, pricing process, price policy formation, competition law, restriction of competition, state competitive policy

UDC 316.4:338.24

DEVELOPMENT PRIORITIES THE POLTAVA REGION IN THE CONTEXT OF SOCIAL SECURITY

O.V. Chepurnyi, PhD, Poltava National Technical Yuri Kondratyuk University

Conceptual bases forming regional social security based on its development diagnosis were suggested. Threats to social security at the level of the state and region have been revealed. The socio-economic development of the Poltava region was analyzed. It was proved that the necessary condition for ensuring a high level of social security in the region is to convey a reasonable regional social policy, taking into consideration the social standards increase. Priority fields of the Poltava region's development in the context of social security were determined.

Keywords: socio-economic development, social security, social risks and threats, regional social policy.

UDC 338.246:71:339.9

ECONOMIC INSECURITY OF HOUSEHOLDS AS A KEY INDICATOR IN ESTIMATING ECONOMIC SECURITY OF THE COUNTRY, REGION, CITY

Komelina O.V., Doctor of Economics, Professor, Dean of the Management and Business Faculty. Pluzhnyk A.W., Senior lecturer, Economics Theory and Regional Economics Department. Poltava National Technical Yuri Kondratyuk University

The aim of this work is to consider the status and relevance of national normative method for measuring economic security of the national economy. The importance and necessity to find the alternative methods for economic security estimation of the national, regional, city economy is justified. Modern foreign approaches to estimating economic security of the country, the region and the city, viewed through the household insecurity, have been analyzed.

Keywords: economic security, economic insecurity, households, estimation of economic security.

UDC 338.001.36

SYSTEMATIZATION OF APPROACHES TO THE ASSESSMENT OF THE DEBT SECURITY AND ITS COMPONENTS IN UKRAINE IS PRESENTED

Kulinska A., PhD, Associate professor, Marketing and Management Department, Donetsk Mykhayilo Tugan-Baranovsky National University of Economics and Trade

The purpose of this article is to study the critical level of public debt. The critical level of public debt allows saving the stability of the financial system, the ability to make payments on obligations, the level of solvency and credit rating. But exceeding the critical level of public debt is a threat to the debt security of the country.

When assessing the level of debt burden in the state, one should, from the point of view of methodology, differentiate between the following concepts: the solvency of the country in the broad sense (or common solvency) and the solvency of the country in the narrow sense (or liquidity).

The first term refers to the ability of the debtor country to attract investment and to service its external debt without violating the reproduction process. Total solvency in the international practice is calculated using indicators, which compare the volume of external debt with the basic settings of the reproduction process.

Interpretation of the country's solvency as liquidity implies the existence of a certain amount of the international payment funds sufficient to repay the current debt obligations. Liquidity evaluation is based on comparing the current (projected) payments on external debt with available (estimated) volumes of liquid resources (export revenues, foreign exchange reserves, reserve position etc.). Accordingly, the debt crisis as a general crisis of solvency differs from liquidity crisis, as the latter may be the first symptom or occur independently.

A qualitative characteristic of the state debt security is the definition of the debt burden and the level of solvency. The evaluation of these parameters is carried out by means of indicators and their limit (threshold) values. The number of indicators and their threshold values is determined by the diversity of methodologies applied for their calculation, the specific calculation, applying the macroeconomic indicators of the country, originating debt (public or private) and sources of its repayment.

Acute is the question about the indicators developed for the assessment of the debt security, which today are not grouped into a single system and do not have the agreed limit values. The problem is that those indicators and their threshold values, which are suitable for accurate assessment of the debt security of one group of countries, may not work with another. Therefore, the article attempts to systematize international and national approaches to assessing debt security of Ukraine at the present stage of development.

The methodology suggested by the author, was developed with the aim of determining the level of economic (particularly financial and its components) security of Ukraine as the main component of the national security and defines the list of basic indicators of Ukraine's economic security and their optimal (threshold or limit) value.

UDC 332.12:353.2

INSTITUTIONAL SUPPORT OF UKRAINIAN REGIONS' ECONOMIC SECURITY

Bilyk R.R., PhD, Associate professor, Chernivtsi Yuriy Fedkovych National University

The article analyzes current problems of socio-economic development of regions and main threats to the regional development in modern conditions. The article reveals the conditions and problems of institutional support of the economic security of Ukrainian regions. Approaches are formed to institutional, legal and organizational support of regional economic security of Ukraine. The institutional priorities for ensuring economic security of Ukrainian regions on the modern stage are determined.

Keywords: regional economy, economic security, economic security of regions, institutional support, institutional support, institutional-organizational support of regional development management

USD 502.17:332.142.6:502.13

THEORETICAL AND CONCEPTUAL FOUNDATIONS OF ORGANIZATIONAL AND ECONOMIC MECHANISM OF ENVIRONMENTALLY BALANCED RESOURCE-SAVING DEVELOPMENT OF THE REGION

Sotnyk I.M., Doctor of Economics, Professor. Kulyk L.A., post-graduate student, Department of Economics and Business Administration, Sumy State University

The article substantiates the necessity of Ukrainian regions' transition to the principles of ecologically balanced resource-saving development (EBRD). The study defines the conceptual basis of organizational and

economic mechanism of EBRD for the region. In the article, the structural scheme of this mechanism is developed as a complex system which consists of providing subsystem, functional and target subsystems.

Keywords: organizational and economic mechanism, ecologically balanced resource-saving development, region, structural scheme

UDC 330.34.014.2

PRECONDITIONS OF SOCIO-ECONOMIC SYSTEMS DEVELOPMENT BASED ON THE SMART-INNOVATIONS IN THE CONDITIONS OF THE GREEN ECONOMY

**Melnik L.G., Doctor of Economics, Professor, Shkarupa O.V., Ph.D., Associate
professor, Shkarupa I.S. Sumy State University**

The problems and prospects of the social and economic systems modernization based on smart innovation are discussed. The article briefly presents the current experience and emphasizes the need for implementation of the smart innovation for the green economy development. The prospects of socio-economic systems development in the conditions of the green economy are defined.

Keywords: sustainable development, modernization, smart-innovations, effect, socio-economic system.

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BANKING PANIC IN UKRAINE: DRIVERS, DYNAMICS AND CONSEQUENCES

**Roman Kornyluk, Ph.D, doctoral candidate, Banking department,
Vadym Hetman Kyiv National Economic University**

This article investigates the banking panic phenomenon during Ukrainian systemic crisis of 2014-2015. Retrospective analysis of the bank deposit outflows dynamics was conducted, taking into account the banks' solvency level and origin of owners. Particular attention is paid to the different bank response to panic, role of deposit rates and informational contamination channel in realization of the systemic risk. On the basis of analysis some recommendations for Ukrainian bank regulators, managers, savers and counterparties were made.

Keywords: banking system, banking crisis, bank panic, systemic risk, deposits, deposit rate, deposit market.

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EVALUATING OF NATIONAL AGRICULTURAL HOLDINGS WORKING CAPITAL

**Shynkarenko R.V., PhD, Associate professor of the Economic Theory and Regional
Economy Department, Poltava National Technical Yuri Kondratyuk University.
Kornyluk A.V., PhD, Senior lecturer of the Corporate Finances and Controlling
Department, SHEE "Kyiv National Economical Vadym Het'man University"**

The main parameters of the working capital owned by the national public agricultural holdings throughout the 2012-2014 are estimated. The basic trends in liquidity, length of operating and cash conversion cycle are analyzed.

Key words: net working capital, operating cycle, cash conversion cycle.

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FEATURES OF MODERN CAPITALIZATION MANAGEMENT CONCEPT OF UKRAINIAN BANKS

**Khudolii Yu., Ph.D., Associate Professor, Department of Finance and Banking,
Poltava National Technical Yuri Kondratyuk University**

The internal and external factors affecting the capital management process of the banks were described in the article. Principles of the management capitalization concepts of banks were defined. The basic components of modern management capitalization concepts of banks in Ukraine were determined.

Keywords: bank's capital management, the capitalization of the banking system, capitalization management concept.

UDK: 657.633

INTERNAL CONTROL ORGANIZATION IN THE INDUSTRY**Pogorelov Yu.S., Doctor of Economics, Associate professor, Mironova Yu.Yu., PhD,
Mazuronok V.V. Poltava National Technical Yuri Kondratyuk University**

The problems of practical implementation of the internal control at industrial enterprises are under study.

Interpretation of the term «internal business control» has been studied. In general, internal control is a system of measures taken within the company without any extraneous factors and aimed at improving the performance, which is achieved by preventing and detecting facts of deviations, violations, abuse, waste or inefficient use of assets, installations and their causes, developing a mechanism for the deviations correction.

Correct organization of internal control is one of the main factors that helps businesses mobilize limited resources for the maximum profit.

Internal control should be organized as an integral system of interrelated methodologies, techniques and methods that cover the entire range of control procedures, starting with the formation of the information base, the audit trail and ending in generalization of the test results. Industrial enterprises are dependent on the legal form, the types and extent of activities, complexity of organizational structure, availability of sufficient financial resources, feasibility coverage control, relationship and various aspects of management to be controlled.

Expediency of creating the internal control service at an enterprise has been proved. The main goal of this service is to verify the company's efficiency and to monitor its activities. The direct subordination of the internal control service manager will allow to efficiently control individual units of production and reserves, identify the most promising fields of development, and make recommendations to the financial, economic and accounting departments regarding improvement of their work results.

Factors, recommended to be considered, when organizing the internal control service at the enterprise, are established as follows:

–control functions performing should be entrusted to persons who have sufficient experience in the subject matters of control;

– workers, who exercise control, should not be related only to material interests of affiliated units;

– clear definition of the functions, objectives and tasks of employees at the department;

– development and implementation of advanced methods, techniques and control methods, best adapted to the tasks of the control checks;

– the self-control presence.

Stages of life and activities of the internal control are defined in the industrial, research, preparatory, organizational spheres, for the purpose of efficient control activities implementation.

The issue of service and structure of the internal control at the company, is not fully regulated by the law. In this respect, there is a need to improve the regulatory framework regarding the internal control, need for development and adoption of the Law of Ukraine on internal control, clearly defining the limits of liability in the law division, the functions of audit and assurance, development of the internal control and audit standards at enterprises.

In order to improve the internal control organizing process in the industry, it is appropriate to create a special independent unit, within the structure of the company it may be the internal control service, that will permit efficient monitoring, to identify the most promising fields of development and to provide recommendations for the company improvement.