

***GESELLSCHAFTSRECHTLICHE
TRANSFORMATIONEN VON
WIRTSCHAFTLICHEN SYSTEMEN IN DEN
ZEITEN DER NEO-INDUSTRIALISIERUNG***

Monographie

*herausgegeben vom Doktor der Wirtschaftswissenschaften,
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Gesellschaftsrechtliche Transformationen von wirtschaftlichen Systemen in den Zeiten der Neo-Industrialisierung

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Die Ausgabe ist an Wissenschaftler, Fachleute des Finanzsektors, Lehrer, Studenten und anderen Interessengruppen gerichtet.

Alle eingereichten Materialien werden in der Redaktion des Autors veröffentlicht und selbst die Autoren sind für die Originalität, Gültigkeit, Vollständigkeit und Richtigkeit des präsentierten Textes verantwortlich.

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VORWORT

Moderne Globalisierungsherausforderungen, die sich unter den Bedingungen der Neu-Industrialisierung bilden, haben bedeutenden Einfluss an Funktionierung und Entwicklung von allen Ländern der Welt und die Ukraine ist darunter auch keine Ausnahme. Unter Berücksichtigung der Pandemie des Coronavirus, von der die ganze Welt betroffen ist, werden neue Existenzformen von Staaten nicht nur unter diesen Bedingungen, sondern auch in der Zukunft besonders relevant. Jetzt sind alle Probleme des Staatswesens, einschließlich der nationalen Sicherheit in den Bereichen von Medizin, Ernährung, Finanzen, Industrie und Sozialschutz, offensichtlich.

Angesichts dieser komplizierten Bedingungen der weltweiten sozialen Entwicklung, wird das Problem der Suche und der Verwendung von neuen Ansätzen zur Lösung aktueller und perspektiver Probleme für die Ukraine aktualisiert. Es soll auch hingewiesen werden, dass in unserem Land, angesichts der permanenten instabilen politischen und wirtschaftlichen Lage, die Volkswirtschaft weiter rückläufig ist. Aus diesem Grund erfordert die Situation im Land Einführung aus der Seite von Regierung der Reihe von Präventionsmaßnahmen und Einsatz von Instrumenten der Wirtschaftsregulierung, und auch Aufbau von Mechanismen zur Überwindung von Krisen und zur Wirtschaftswiedergeburt. Probleme der Überwindung der Krisenphänomene und der Minimierung ihrer Auswirkungen auf die Bevölkerung und die Unternehmensstrukturen wird nicht nur von den Behörden, sondern auch ukrainischen Wissenschaftlern erforscht. Die Ergebnisse ihrer Forschung, einschließlich Vorschläge zu den Perspektiven für die Entwicklung des Wirtschaftssystems in der neoindustriellen Ära, werden in kollektiver Monographie „Gesellschaftsrechtliche Transformationen von wirtschaftlichen Systemen in den Zeiten der Neo-Industrialisierung“ zusammengefasst.

Die Monographie „Gesellschaftsrechtliche Transformationen von wirtschaftlichen Systemen in den Zeiten der Neo-Industrialisierung“ enthält fünf Abschnitte, die der Forschung der Entwicklung von den einzelnen Wirtschaftszweigen in dieser Epoche gewidmet sind. Besondere Aufmerksamkeit haben die Autoren an den Problemen der nationalen Sicherheit, den rechtlichen Grundlagen der sozialen Entwicklung und der Funktionierung von Unternehmensstrukturen konzentriert. Die Autoren haben auch nicht ohne Aufmerksamkeit die Wandeltransformationen in der Wirtschaft, die sich auf den Einsatz digitaler Technologien und Innovationsaktivitäten von Unternehmenssubjekten konzentrieren, verlassen.

Im ersten Abschnitt der Monographie „Finanzpolitik der Integrationsprozessen der Stadt“ haben die Autoren Problemaspekte der Verwaltung der öffentlichen Schulden und Kapitalisierung des Finanzsektors erforscht. Die Wissenschaftler haben die Hauptvektoren des europäischen Integrationskurses der Ukraine und der Transformation des Finanzsystems identifiziert. Besonderes Augenmerk wird auf die Probleme und Richtungen ihrer Lösung in Bezug auf die Kreditpolitik und die Finanzinstitutionen des Staates sowie auf Instrumente des sozialen Schutzes der Bevölkerung gelegt.

Die Fragen der nationalen Sicherheit, der Wettbewerbsfähigkeit und der Monopolisierung der Volkswirtschaft wurden im zweiten Abschnitt „Volkswirtschaft als Indikator für die wirtschaftliche Entwicklung des Landes“ erörtert. Die Autoren untersuchten die Problemaspekte der Funktionierung des Börsenmarkts, insbesondere die Mechanismen und Formen der Investitionsbeschattung, insbesondere die erhebliche Aufmerksamkeit ist der Nutzung des Innovationspotenzials in der Wirtschaft gewidmet. Angesichts der Folgen der Pandemie und ihrer Auswirkungen auf alle Wirtschaftssektoren wird das Problem der Funktionierung von kleinen und mittleren Unternehmen und die Arbeitslosenquote in der Ukraine getrennt untersucht.

Im dritten Abschnitt „Theoretische und methodische Prinzipien von Mikrokreditierung und Mikrofinanzierung der landwirtschaftlichen Produktion“ enthüllten die Wissenschaftler die Hauptrichtungen der Zusammenwirkung und Unterstützung des Agrarsektors der Ukraine durch die Regierung, begründeten insbesondere die Formen und Schemen der Kreditierung und Versicherung von Agrarproduzenten und definierten Grundbestandteile deren Finanzierung für die Erhöhung der Innovativität dieses Sektors.

Digitale Technologien in der Epoche der Neo-Industrialisierung sind zu einem untrennbaren Bestandteil der modernen Gesellschaft geworden, weshalb im vierten Abschnitt „Industrie der Gastgewerbe, Marketingtechnologien und Unternehmensbilanzpolitik“ haben die Autoren die Grundprinzipien der Anwendung der Unternehmensmarketingpolitik aufgezeigt. Mithilfe von Marketinginstrumenten wurden Ansätze zur Schaffung von Marken und Image in der Tourismusbranche entwickelt und die Vorteile von digitalem Marketing und Multimedia-Produkte auf dem Markt von touristischen Dienstleistungen begründet etc.

Die rechtlichen Grundlagen zur Verhinderung nationaler Sicherheitsbedrohungen werden im fünften Abschnitt der Monographie „Rechtliche Aspekte der sozialen Transformationen“ dargelegt. Hier wurden die wichtigsten Errungenschaften des Autors in Problematik der Gewährleistung der rechtlichen Entwicklung der Regionen, der Kriminalprävention und der Stärkung der nationalen Stabilität dargelegt.

Unter Berücksichtigung der wissenschaftlichen Leistungen von Forschern, die in der Monographie behandelt werden, wird der Schlussfolgerung gezogen, dass zur Überwindung der Krise des Wirtschaftssystems nicht nur die Adaptation von seinen Branchen an europäischen Standards, sondern auch Durchführung von komplexen und wissenschaftlich begründeten Reformen notwendig sind.

Die in der Monographie dargestellte theoretische, methodologische und auch praktische Entwicklungen basieren sich auf den wissenschaftlichen Methoden, die die Autoren bei der Untersuchung bestimmter problematischer Aspekte anwendet haben, darum hat die vorgeschlagene Monographie sowie wissenschaftlichen, als auch praktischen Charakter für die Stabilisation der nationalen Wirtschaft und Gewährleistung seiner Sicherheit.

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INTRODUCTION

Modern globalization challenges, which are shaped by the conditions of neo-industrialism, have a significant impact on the functioning and development of all countries of the world, and Ukraine is also no exception. Taking into account the pandemic of the coronavirus that has affected the whole world, new forms of existence of states not only in these conditions but also in the future become particularly relevant. Now all the problems of the state system, including national security in medical, food, financial, industrial, social protection directions, are obvious.

Despite those complex conditions of global social development, the problem of finding and using the new approaches to solve current and prospective problems is becoming more relevant for Ukraine. It should be noted that, because of the permanent unstable political and economic situation in our country, the national economy continues to decline. That's why the situation in the country requires the government to introduce some preventive measures and use of instruments of economic regulation, and also to build mechanisms for overcoming crisis phenomena and economic recovery. On problems of overcoming crisis phenomena and minimizing its influence on the population and business structures together with government officials also are working Ukrainian scientists. The results of their research, including suggestions on the prospects for the development of the economic system in the neo-industrialist era, are summarized in a collective monograph "Social and legal transformations of economic systems in the era of neo-industrialization".

The monograph "Social and legal transformations of economic systems in the era of neo-industrialization" contains five chapters that are focused on exploring the development of individual segments of the economy in this era. The author's considerable attention is focused on national security issues, the legal foundations of social development and the functioning of business structures. The authors didn't ignore the transformations in the economy, which is focused on the use of digital technologies and the innovation activity of business entities.

Thus, in the first chapter of the monograph "Financial policy of state integration processes" the authors have investigated the problematic aspects of public debt management and capitalization of the financial sector. Scientists have identified the main vectors of Ukraine's euro integration course and the transformation of the financial system. Particular attention is paid to the problems and directions of their solutions regarding the credit policy and financial institutions of the state, as well as instruments of social protection of the population.

The issues of national security, competitiveness and monopolization of the national economy are discussed in the second chapter "National economy as an indicator of the economic development of the country". The authors investigated the problematic aspects of stock market activity, in particular the mechanisms and forms of investing deshadowing, in particular, the considerable attention is paid to the use of the potential of innovation in the economy. Given the effects of the pandemic and its impact on all sectors of the economy, the problem of small and medium-sized businesses and the unemployment rate in Ukraine are examined separately.

In the third chapter "Theoretical and methodological principles of microcredit and microfinance of agricultural production" the scientists revealed the main directions of interaction and support of the agrarian sector of Ukraine by the government, in particular, substantiated the forms and schemes of crediting and insurance of agricultural producers, and also definite main components of the financial support for the sector for enhancing its innovation.

Digital technologies in the era of neo-industrialism have become an integral part of modern society, that's why in the fourth chapter "The hospitality industry, marketing technologies and enterprise accounting policies" the authors disclosed the main principles of using enterprise marketing policy. Thus, using marketing tools, approaches to creating of brand and image in the tourism industry have been formed, the benefits of digital marketing and multimedia products in the tourist services market have been justified etc.

The legal bases for preventing national security threats are outlined in the fifth chapter of the monograph "Legal aspects of social transformations", which outlines the author's basic

achievements in the areas of ensuring the legal development of regions, crime prevention and strengthening of the national sustainability.

Taking into account the scientific achievements of scientists, which is described in the monograph, it is concluded that for overcoming the crisis in the economic system is necessary not only to adapt its industries to European standards but also to carry out complex and scientifically grounded reforms.

The theoretical, methodological and practical developments outlined in the monograph are based on the scientific methods used by the authors in the study of certain problematic aspects, that's why proposed monograph has scientific and practical character in the context of the stabilization of the national economy and ensuring its security.

All submitted materials are published in the author's editorial board and the authors are responsible for the originality, validity, completeness and accuracy of the presented text.

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В сучасних наукових джерелах дослідженню сутності технологічного оновлення приділяється велика увага, оскільки передові технології набувають вирішальної ролі у впровадженні науково-технічного прогресу протягом всього історичного періоду, і виступають як об'єктом дослідження, так і об'єктом управління. Становлення, розвиток та зміна технологічних укладів засвідчили, що, незважаючи на нерівномірність економічно-технологічного розвитку різних країн і регіонів, технології як важливий елемент продуктивних сил, нові технологічні досягнення, революційні зміни в науці і техніці однієї країни викликають позитивні науково-технологічні і економічні процеси як у ближніх, так і у віддалених країнах. Сама природа технологічних укладів розкриває їх ідейно-матеріально основу, яка базується на технологіях, інноваціях та технологічному прориві, науково-технічній революції, що відбуваються під їх впливом.

Зміна технологічних укладів призводить до складних соціально-економічних перетворень у суспільстві, які залежать від національних особливостей певної країни, і на кожному етапі потребують наукового обґрунтування тенденцій розвитку та вирішення глибоких соціально-економічних проблем.

Розвиток постіндустріального суспільства та солідарної інформаційної економіки підвищують інтелектуалізацію технологій, зростання наукомісткості виробленої продукції та визначають нові орієнтири технологічного оновлення промислових підприємств. Внаслідок вказаних вище тенденцій в економіці постіндустріального суспільства діяльність, пов'язана із виробництвом, збереженням, передачею та використанням знань, розвитком інформаційно-комп'ютерних технологій та інформаційних систем, набуває більш істотного значення. Тому для підприємства набуває вирішального значення формування нової системи його технологічного розвитку, оскільки, за світовим виміром, на сьогодні високого рівня розвитку досягли ті суб'єкти господарювання, які активно запроваджують наукові досягнення, високі технології та інновації в усі сфери функціонування.

2.8 Scientific and Technological Safety of Ukraine: Comparative Analysis in the Context of Indicators of the Republic of Poland

Today, analyzing the state of economic security of Ukraine, traditional attention is paid to economic independence (the possibility of exercising of the state control over national resources), protection of all forms of property, creation of guarantees for effective business activity, ability to conduct the effective investment and innovation policy, to develop of intellectual and labor potential of the country.

This scientific and technical capabilities is the engine that drives the country's economy forward, increasing its competitiveness and developing the real economy. Therefore, the issue of observance of scientific and technological security is urgent at any time, for Ukraine - especially now, in the conditions of military and political instability.

In this context it is appropriate benchmarking of scientific and technological security of Ukraine with those of the Republic of Poland due to the fact that Poland is a

country close enough Ukraine not only geographically, but also for starting certain economic conditions. Furthermore, this country has much better performance in almost all areas suggests the usefulness of research experience.

The works of such authors as L. Antonenko, K. Dera, V. Shlemko, I. Binko, S. Panchyshyn, I. Revak, E. Buravlev, V. Stogniy are devoted to the research of questions of development of scientific potential and observance of scientific and technological safety. The authors analyzed the background and historical retrospectives of scientific and technological development of Ukraine and analyzes its condition, the threat of scientific and technological security of Ukraine. Extremely rapid updating technology in the modern world require constant monitoring, research training in all areas, so in-depth analysis of key trends in this sphere under no circumstances lose relevance.

In post-industrial conditions, information, knowledge, science, which are becoming the main driving forces of development, are of great importance. The number of employed workers in the production sector is decreasing, and in the service sector - is increasing. Intellectual capital is especially important¹.

The global challenge of our time is the transition from the industrial stage to the post-industrial, that is intellectual-informational. The transition to the intellectual and information stage of economic development implies accelerated growth not only in the industry of intellectual-computer technologies and communications, but also in the sectors that provide improvement and growth of human capital. The process of transition to the intellectual-information stage involves a change in the structure of investments, as the share of capital investment in the field of improvement and growth of human capital, i.e. education and health, that is due to the reduction of capital investments in the sphere of traditional material production, increases². Such transition has the direct impact on the level of economic security of the state. It has the positive impact on those countries that possess and adequately utilize the indicated intellectual potential and, accordingly, become less dependent on energy and material resources. Under the negative influence of such process, those countries that maintain a low standard of living, education, science and "outflow of personnel" are subject to this process.

It is necessary to determine the content of state expenditures on intellectual capital as economically grounded investments of the state to increase the scientific and technological level of production, education, qualification-retraining, organization of the corporate investment process, growth of the welfare of the population, strengthening of the role of social capital in the progress of civilization. The Public investments in intellectual capital should create a favorable financial environment with an appropriate institutional structure, which will increase the level of capitalization of high-tech industries as the ultimate result of the functioning of the national innovation

¹ Mykhasjuk I. R., Zalogha Z. M., Sukhaj O. Je. *Державне регулювання економіки в умовах глобалізації* [Derzhavne rehuljuvannja ekonomiky v umovakh globalizaciji], NVF «Ukrajinsjki tekhnologhiji», Ljviv, 2010.

² Lykholat S. M., Nesterovych I. I. *Структурна перебудова економіки України в умовах глобалізації та інформатизації* [Strukturna perebudova ekonomiky Ukrajinu v umovakh globalizaciji ta informatyzaciji]. Naukovyj visnyk Nacionaljnogho lisotekhnichnogho universytetu Ukrajinu, 2005. 15

system¹.

How closely the researchers², without having analyzed the state of the use of the latest technologies in the global innovation space, it is difficult to determine the priorities of building a state model of innovation development. This, in turn, determines the relevance of analytical research on scientific and technological security.

It is defined by Ukrainian scholars as the degree (protection) of the vital interests of the individual, society and the state from irrational development (lack of strategies for the development of innovative, socio-economic, ecological balanced components)³.

This definition, in our opinion, is limited only by the state of protection from inappropriate development and does not contain a dynamic component. In this context, the definition given in the Methodological Recommendations for Calculating the Level of Economic Security is more complete: "This is a state of scientific and technological and production potential of the state, which enables the proper functioning of the national economy sufficient to achieve and maintain the competitiveness of domestic products, as well as guaranteeing state independence at the expense of its own intellectual and technological resources"⁴.

Ukraine's technological safety consists in the introduction of the latest technologies, the achievement of technical progress, the preservation of a level of domestic scientific and technological and production potential, which in case of deterioration of internal and external conditions would ensure the survival of the national economy through the use of its own intellectual and technological resources, preservation of state independence⁵.

E.P. Buravlov and V.D. Stogniy consider scientific and technological safety through the study of the concept of the technosphere - a part of the biosphere, transformed by man into technical and technological objects accordingly. At the same time, the components of the technosphere are technics (a set of means of human activity, created for the implementation of processes of production and service of industrial and non-productive needs of society) and technology (the set of methods and processes of production or provision of services)⁶.

In modern conditions, the technosphere acts as an intermediate link between the

¹ Mykhasjuk I. R., Zalogha Z. M., Sukhaj O. Je. *Державне регулювання економіки в умовах глобалізації [Derzhavne reguljuvannja ekonomiky v umovakh globalizaciji]*, NVF «Ukrainsjki tehnologhiji», Ljviv, 2010.

² Antonenko L. A., Dera K. A., 2008. *Технологічна безпека України у глобальному інноваційному просторі XXI сторіччя [Tekhnologhichna bezpeka Ukrajinu u globaljnomu innovacijnomu prostori XXI storichchja]*. Problemy ekonomiky ta upravlinnja, 2008. 18.

³ Buravljov Je., Stognij V. *Науково-технологічна безпека України у контексті глобалізації [Naukovo-tehnologhichna bezpeka Ukrajinu u konteksti globalizaciji]*, Visnyk NAN Ukrajinu, 2005. 3, 32-40.

⁴ *Про затвердження Методичних рекомендацій щодо розрахунку рівня економічної безпеки України [Pro zatverdzhennja Metodychnykh rekomendacij shhodo rozrakhunku rivnja ekonomichnoji bezpeky Ukrajinu]*: order of Ministry of economical development and trades of Ukraine, 29.10.2013.

⁵ Shlemko V. T., Binjko I. F. *Економічна безпека України: сутність і напрямки забезпечення [Ekonomichna bezpeka Ukrajinu: sutnistj i naprjatku zabezpechennja]*, NISD, Kiev, 1997.

⁶ Buravljov Je., Stognij V. *Науково-технологічна безпека України у контексті глобалізації [Naukovo-tehnologhichna bezpeka Ukrajinu u konteksti globalizaciji]*, Visnyk NAN Ukrajinu, 2005.3, 32-40.

biosphere and the noosphere¹. From the standpoint of the famous scientist who made a significant contribution to the development of the concept of the noosphere, V.I. Vernadsky, the noosphere it is a biosphere, transformed by scientific thought².

In the context of research into technological security, we consider it appropriate to focus on the development of knowledge and science, without which it is impossible to develop the technology and technology itself. In connection with this, in order to study the level of technological safety, we propose to consider indicators for three vectors - technics, technology, and scientific potential.

The experience of developed countries shows that for successful reformation of the economy, it is necessary to carry out an active industrial policy that is a complex of political, economic, technological, organizational factors aimed at increasing the productivity of domestic industry³.

In the "Global Competitiveness Report 2018" prepared by the World Economic Forum⁴, among the 12 components of the country's competitiveness, innovation has been highlighted.

Under them, in this case, is the effective investment in research and development, especially in the private sector; availability of institutions with a high quality level of scientific research; close scientific collaboration between universities and enterprises; protection of intellectual property. The conditions of the late XX - early XXI century, associated with the growth of the role of innovation in the development of the national economy, stimulate the formation of the very competitive-market relations⁵.

According to the indicator "Innovations" in the rating of countries in 2018 Ukraine ranks the 58th place among 140 countries, Republic of Poland has the 38th place.

On the basis of statistical information on the development of science and technology, we will analyze the dynamics of the main indicators that have an impact on the level of technological security in Ukraine and Poland compared to world and European indicators (Fig. 1-5).

As we can see from Fig. 1, in comparison with world and European indicators, the percentage of research expenditures in Poland is halved and is about 1%. At the same time, there is a positive trend towards the growth of this indicator. In Ukraine, the figure is even lower, it is about 0.6% and is characterized by declining dynamics in recent years. To some extent, this is due to the military-political instability, starting in 2014.

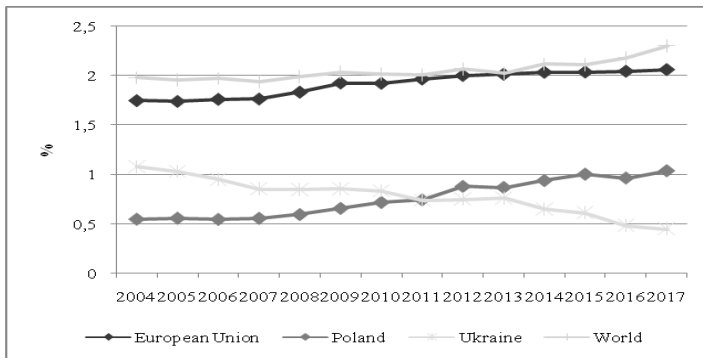
¹ Dackiv R.M. *Економічна безпека держави в умовах глобальної конкуренції [Ekonomiczna bezpeka derzhavy v umovakh global'noji konkurenciji]*, Centr Jevropy, Ljviv, 2006.

² Vernadskij V. I. *Filosofskie mysli naturalista [Философские мысли натуралиста]*. Nauka, Moscow, 1988.

³ Shlemko V. T., Binjko I. F. *Економічна безпека України: сутність і напрямки забезпечення [Ekonomiczna bezpeka Ukrainy: sutnistj i naprjamky zabezpechennja]*, NISD, Kiev, 1997.

⁴ *The Global Competitiveness Report 2017-2018* / World Economic Forum URL : <https://www.weforum.org/reports/the-global-competitiveness-report-2017-2018>.

⁵ Panchyshyn S. M. *Макроекономічний аналіз товарної форми виробництва [Makroekonomichnyj analiz tovarnoji formy vyrobnyctva]*, Vydavn. centr LNU imeni Ivana Franka, Ljviv, 2004.



Picture 1 – Dinamicof Research and development expenditure (% of GDP) in Ukraine and Poland
 Source: World Bank data¹



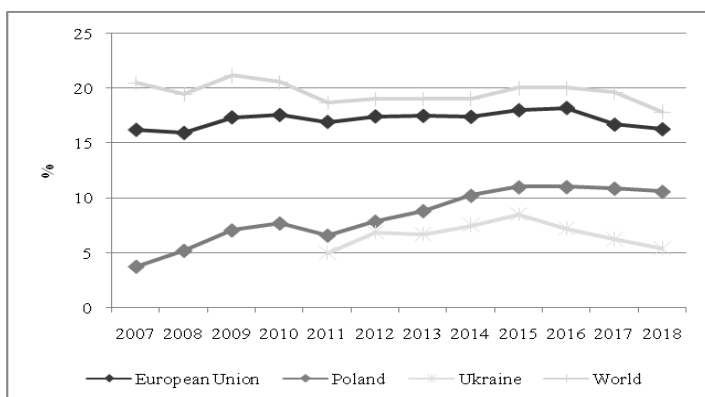
Picture 2 – Dinamicof the Chargesfortheuseofintellectualproperty, Payments (BoP, current US\$) in Ukraine and Poland
 Source: World Bank data¹

According to the data of Fig. 2, fees for the use of intellectual property in Ukraine in 2017 amounted to \$ 430 million, which is \$ 72 million. more than the same indicator last year, and 7 times less than the same indicator in the Republic of Poland. This indicates that the level of intellectual development as a whole is still low, as well as the shortcomings in the legislation on protection of the intellectual property objects.

An innovative economy can only evolve with the effective use of intellectual potential. In Ukraine, intellectual property is predominantly not taken into account either in the cost of production or in the balance of value of enterprises - it is less than 1% of value. And in the EU countries intangibles, that is, objects of the intellectual property rights, make up 50-68% of the value of property of enterprises².

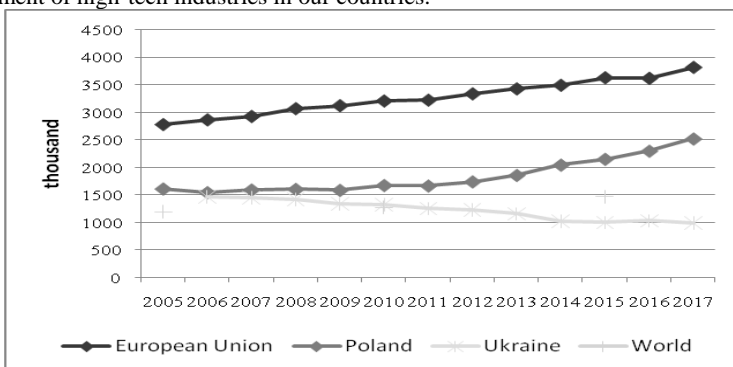
¹World Bank data URL : <https://data.worldbank.org/>

²ДП "Український інститут промислової власності" [DP "Ukrainskijjy instryt promyslovojij vlasnosti"] URL : http://www.uipv.org/ua/mosov_180313?s=print.



Picture 3 – Dynamic of the High-technology exports (% of manufactured exports) in Ukraine and Poland
 Source: World Bank data¹

The dynamics of the share of high-tech exports in the total volume of industrial exports in Ukraine and Poland (Figure 3) has the general dynamics of growth and in 2015 it was 7.268% and 8.777% respectively. This is considerably lower than world and European (18.5%, 17.2%, respectively), which is due to the relatively weak development of high-tech industries in our countries.

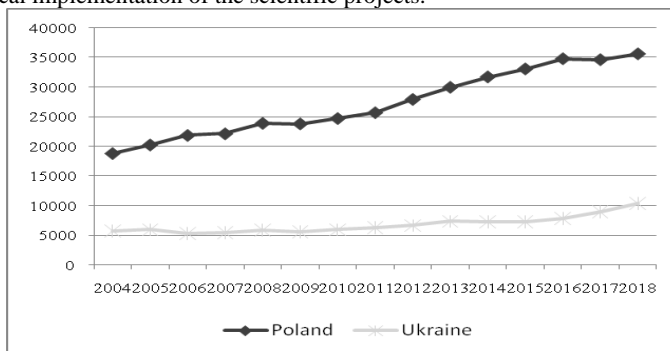


Picture 4 – Dynamic of the Researchers in R&D in Ukraine and Poland (per million people)
 Source: World Bank data²

In fig. 4. we see two opposite trends in Ukraine and Poland. With the clear tendency to increase the number of researchers in Poland - from 1.5 thousand people in 2006 to 2.1 thousand people per million population in 2015, the number of researchers in Ukraine decreased by almost 1.5 times - from 1.47 thousand people up to 1.0 thousand people for the specified period. This situation is due to unsatisfactory

¹World Bank data URL : <https://data.worldbank.org/>

financial support for the development of human resources in the field of research and low profitability of scientific activity, which is associated with significant difficulties in the practical implementation of the scientific projects.



Picture 5 – Dinamicof of the scientific and technical journal articles in Ukraine and Poland

Poland

Source: World Bank data¹

Illustrating the trends found in previous analytical materials, Fig. 5 shows that the number of scientific and technical articles in Poland in 4,5 times in 2016 exceeds the number of articles in Ukraine (correspondingly, 32 thousand and 7.4 thousand).

The main factors of negative influence are the gradual decrease of the share of the state budget expenditures in GDP and the decrease in the number of specialists performing scientific and technical work in the total number of employed in the economy.

The share of innovative enterprises is fairly low in Ukraine during the period under study. Trends in reducing the level of innovation activity are threats to Ukraine's technological security, given the opposite tendencies in the foreign practice.

The revealed tendencies in the scientific and technological sphere of Ukraine give grounds to establish threats to scientific and technological security:

1) the imperfection of the state mechanisms for maintaining sufficient level the of innovation activity;

2) the reduction of the investment attractiveness and the insufficient investment of innovative projects and the introduction of technologies into economic activity;

3) the low spending on the science, which adversely affects the formation of the human capital, constrains scientific development, including for sectors with significant prospects;

4) the low level of the innovation activity. The innovative developments would enable the creation of new, competitive products on the world market;

5) the imperfection of normative-legal regulation of issues of protection of the intellectual property;

6) the dominance in the export of products of a low degree of technological processing;

7) the insufficient number of specialists performing scientific and technical work

¹ World Bank data URL : <https://data.worldbank.org/>

due to the outflow of skilled personnel, the insufficient amount of financing of research activities.

Economic restructuring in developed countries historically occurred within one or two decades. The reason for this is a significant acceleration of NTP, the latest forms and methods of organizing and managing innovative processes, increase innovation capacity of adaptation to different sectors of national economies. Restructuring of economy and efficiency in these countries, accompanied by steady growth of the role and importance of intangible production resources, scientific knowledge, information, skills, actively complement the material items (raw materials, energy, technical and technological)¹.

The primary task of sustainable economic growth of Ukraine is the introduction of an active structural policy, investment in high-tech and high-tech industries, the transition to resource-saving, environmentally friendly technologies, preventing the loss of high-quality scientific, engineering and engineering industries balance, overcoming disparities in regional development of territories, state support for economic growth those depressed regions, etc.¹.

In particular, the highest energy intensity is characterized by industries with raw materials. Increasing the share of high-tech innovative products will reduce the GDP's energy consumption while increasing the added value.

According to I. Revak, the main ways of strengthening state scientific and technical and innovation activity should be:

- the training of scientific personnel and their socio-economic protection;
- the creation of favorable organizational, economic and legal conditions for effective use of the scientific and technical potential;
- the development of priority areas of science and technology, the concentration of resources for their implementation;
- the formation and the realization of long-term scientific research, scientific and technical programs;
- the development and the implementation of effective mechanisms for the integration of science and production, the creation of the modern science infrastructure;
- the establishment of effective international cooperation in the field of scientific and technical activities².

Summarizing the analysis of the state of scientific and technological safety of Ukraine in comparison with the Republic of Poland and the average world and the average European indicators, it is necessary to determine the list of measures that will help to neutralize the identified threats. We believe that in Ukrainian realities in the conditions of integration into the European Union, such measures can be:

- 1) the increasing the competitiveness of the research and development sector,

¹ Stenicheva I. В. *Деякі аспекти структурної перебудови національної економіки України [Деякі аспекти структурної перебудови національної економіки України]*. Матеріали internet-конференції «Україна наукова» (20–22 грудня 2010 року). 2010. URL : <http://intkonf.org/stenicheva-ib-deyaki-aspekti-strukturnoyi-perebudovi-natsionalnoyi-ekonomiki-ukrayini>.

² Revak I. О. *Структура науково-технологічної безпеки України: теоретичні основи дослідження [Структура науково-технологічної безпеки України: теоретичні основи дослідження]*. Naukovyj Visnyk Ljvivskogo derzhavnogo universytetu vnutrishnikh sprav, 2010.2, 3-13.

ensuring the integration of the domestic research sector into the European Research Area;

- 2) the increasing the efficiency of budget financing of the scientific sphere;
- 3) the directing the domestic scientific and technical potential to meet the real needs of the innovative development of the Ukrainian economy and the organization of production of high-tech goods and services;
- 4) the implementation of priority measures to improve the efficiency of the national innovation system.

2.9 Розробка стратегії фінансового регулювання розвитку суб'єктів господарювання: індикатори, аналіз, вибір

Сучасні тенденції в національній та світовій економіці показують, що розвиток суб'єктів господарювання стає невід'ємним фактором стабільного економічного зростання країни.

Для успішного функціонування суб'єктів господарювання необхідним є ефективне використання фінансового потенціалу, що пов'язано з формуванням капіталу та зростанням фінансових ризиків. Ключовою проблемою вітчизняних підприємств є невідповідність використовуваних моделей фінансового менеджменту сучасним вимогам, що потребує необхідності адаптації інструментарію фінансового управління. Вимоги до побудови ефективної системи фінансового регулювання на підприємстві сьогодні диктуються динамічністю економічних процесів: глобалізаційними тенденціями, темпами інноваційного розвитку, інвестиційними процесами, факторами, що у комплексі визначають напрями розвитку системи фінансового регулювання в цілому та окремих її складових. Тому, передумовою прогресивного розвитку суб'єктів господарювання та їх стабільної діяльності є розробка дієвого інструментарію фінансового регулювання, зокрема стратегії фінансового регулювання розвитку суб'єктів господарювання (СФРПСГ).

Для з'ясування факторів впливу на розвиток суб'єктів господарювання та формування висновків щодо необхідності формування стратегії фінансового регулювання розвитку суб'єктів господарювання, доцільним є проведення аналізу зовнішніх та внутрішніх чинників. До факторів, які характеризують вплив макроекономічного середовища для вітчизняних суб'єктів господарювання відносяться (таблиця 1):

ВВП - це інтегрований показник економічного розвитку країни, який характеризує результат виробничої діяльності в країні¹;

індекс промислової продукції, оскільки він відображає динаміки обсягу промислового виробництва в Україні, його підйом або спад;

сальдо експортно-імпортних операцій, що характеризує залежність країни від зовнішнього виробництва;

валове нагромадження - показник, що характеризує можливості подальшого розвитку усіх галузей економіки країни.

Дані таблиці 1 свідчать про незначне збільшення ВВП України за 2016, 2017

¹ Офіційний сайт Державної служби статистики України. URL: <http://www.ukrstat.gov.ua/> (дата звернення 15.02.20)

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ЗМІСТ

VORWORT	3
INTRODUCTION	5
ABSCHNITT I. FINANZPOLITIK DER INTEGRATIONSPROZESSEN DER STADT	7
1.1 The Role of State Financial Regulation in Strengthening the National Security of Ukraine	7
1.2 Фінансово-економічне піддруктя євроінтеграційного курсу України	16
1.3 Zweiseitige Perspektive und Gefahren der EU-Integration für die Entwicklung der Finanzpolitik des Staates	26
1.4 Особливості зовнішньої торгівлі України з країнами Європейського Союзу.....	40
1.5 Варіативність «ефекту витіснення» на ринку Державного боргу України	46
1.6 Капіталізація інституцій фінансового сектору України в умовах глобалізації.....	54
1.7 The Financial Integration of Bonds Markets of European Countries	62
1.8 Banks with Foreign Capital: Threats and Prospects of Development of Bank Sector of the National Economy	73
1.9 Evaluation of the Integration Processes of the Insurance and Banking Segment of the Financial Market.....	81
1.10 Assessing the Opportunity for the Formation of a Funded Pension System Based on Financial Inclusion	89
1.11 Social Risk Management Financial Instruments	97
1.12 Інститут банкрутства в Україні: сучасний стан, проблеми та перспективи	105
1.13 Трансформація фінансової системи України, як запорука сталого розвитку промислових підприємств (правові, економічні аспекти).....	113
1.14 Управління капіталом як один із шляхів підвищення фінансової політики	120
1.15 Соціальне підприємництво як інституція ухилення від сплати податків.....	127
1.16 Організаційно-економічні засади розвитку механізму функціонування індустриальних парків як елементу інвестиційної платформи України.....	133
1.17 Features of Implementation of Environmental Policy in the Conditions of Fiscal Decentralization.....	146
1.18 Стратегічні засади розвитку ринку зелених облігацій в Україні та світі	153
ABSCHNITT II. VOLKSWIRTSCHAFT ALS INDIKATOR FÜR DIE WIRTSCHAFTLICHE ENTWICKLUNG DES LANDES	163
2.1 Макроекономічний концепт детінізації інвестиційних угод на фондовому ринку	163
2.2 Assessment of the Investment Climate in Ukraine.....	170
2.3 Ecological investments as a Tool of “Green” Economy Forming	180
2.4 Порівняльний аналіз інноваційної активності України та Польщі із застосуванням глобальних індексів.....	193
2.5 Household Savings as a Source of Investment in the National Economy	202
2.6 Інноваційні трансформації в розвитку зовнішньоекономічної діяльності суб’єктів світового господарства.....	209
2.7 Технологічне оновлення як основа розвитку та адаптації інвестиційно-інноваційних процесів промислових підприємств.....	216
2.8 Scientific and Technological Safety of Ukraine: Comparative Analysis in the Context of Indicators of the Republic of Poland.....	223
2.9 Розробка стратегії фінансового регулювання розвитку суб’єктів господарювання: індикатори, аналіз, вибір.....	231
2.10 Процесний підхід в управлінні бізнес-процесами підприємства	239
2.11 Моделювання на основі виробничих функцій як інструмент оцінювання державної економічної політики	247

2.12 Світовий досвід інтеграційних форм взаємодії корпорацій та малого агробізнесу.....	256
2.13 Оцінювання рівня концентрації та монополізації економіки в сучасних умовах.....	263
2.14 Assessment of the Impact of Financial, Resource, Geospatial and Time Factors on Power Grid Efficiency: International Outlook	272
2.15 Ринок м'яса в умовах економічних трансформацій	290
2.16 Динамічне моделювання фінансових потоків економічного кластеру.....	300
2.17 Забезпечення конкурентоспроможності національної економіки в умовах економічних трансформацій.....	311
2.18 Ukraine's Quarterly GDP Forecast on Mixed-Frequency Data: the Methods Comparative Analysis.....	319
2.19 Verification of Economic Determination of Morbidity in Ukraine	326
2.20 Efficiency of use of the Region Potential: Analysis, Modelling and Decision MAKing.....	334
2.21 Екологічні аспекти економічних трансформацій національних економік	342
2.22 Зміст та концептуальні основи функціонування механізмів публічного управління в Україні	353
2.23 National Economy' Competitiveness in Socially Significant Characteristics of Enterprise Organization	362
2.24 Impact of Unemployment on the National Economy	372
2.25 Стан та тенденції безробіття на сільських територіях України в умовах глобалізації.....	379
2.26 Активна політика розвитку зайнятості в умовах Євроінтеграції України	387
2.27 Розвиток виробничих підприємств шляхом керування мотивацією персоналу	395

ABSCHNITT III. THEORETISCHE UND METHODISCHE PRINZIPIEN VON MIKROKREDITIERUNG UND MIKROFINANZIERUNG DER LANDWIRTSCHAFTLICHEN PRODUKTION	403
3.1 Архітектура та архітектоніка національної системи фінансового забезпечення аграрного сектору економіки.....	403
3.2 Банківський кредит як інструмент формування фінансових ресурсів аграрних підприємств.....	410
3.3 Банківське кредитування малого бізнесу аграрного сектору економіки України	418
3.4 Мікрокредитування аграрного сектору в Україні: стан, проблеми та перспективи	431
3.5 Аналіз ринку страхування зернових культур в Україні.....	444
3.6 Методичні підходи до факторного аналізу інноваційності розвитку галузей рослинництва.....	454

ABSCHNITT IV. INDUSTRIE DER GASTGEWERBE, MARKETINGTECHNOLOGIEN UND UNTERNEHMENSILANZPOLITIK.....	463
4.1 Механізми формування та реалізації державної політики розвитку курортно-рекреаційної сфери регіонів.....	463
4.2 Achievements and Limits of Development of Tourism and Hospitality: Evidence from Ukraine	475
4.3 Виставкова діяльність в індустрії туризму та гостинності.....	482
4.4 Історико-культурна спадщина Миколаївської області як територіально-господарська складова індустрії туризму.....	494
4.5 Розвиток зеленого туризму в Україні.....	501
4.6 Аналіз світового досвіду застосування аромаркетингу для покращення конкурентоспроможності закладів готельно-ресторанного бізнесу	509
4.7 Мультимедійні продукти бібліотечних інституцій як маркетингова стратегія у популяризації культурного туризму Львівщини.....	516
4.8 Совершенствование методического подхода к оценке имиджа туристической фирмы	525
4.9 Позicionування та бренд – менеджмент підприємств готельного бізнесу	532

4.10 Імідж підприємства та особливості його формування	540
4.11 The System Vision of the Trade Company's Business Process Management Problems	552
4.12 Цифровий маркетинг як інструмент управління підприємницькими структурами.....	561
4.13 Трансформація бізнес-моделі торговельної організації в умовах цифрової економіки з впровадженням Інтернет-торгівлі	567
4.14 Облікова політика: національний та зарубіжний підходи	576
4.15 Механізм формування облікової політики на основі інформаційної платформи МСФЗ	584
4.16 Гармонізація бухгалтерського обліку та фінансової звітності України з Міжнародними Стандартами в умовах процесу своінтеграції.....	594
4.17 Особливості контролю оплати праці аграрних підприємств в сучасних умовах.....	605

ABSCHNITT V. RECHTLICHE ASPEKTE DER SOZIALEN

TRANSFORMATIONEN.....	613
5.1 Das Problem der Strukturanalyse des Rechtsbewusstseins	613
5.2 Необхідність політико-правових трансформацій в Україні для укріплення національної стійкості.....	626
5.3 Злочинність як фактор загрози національній безпеці країни	635
5.4 Трансформація інформаційної парадигми громадської (публічної) безпеки України в умовах гідридної агресії.....	642
5.5 Інституційно-правові основи формування європейської регіональної політики сталого розвитку.....	651
5.6 Правові аспекти створення транспортно-логістичних кластерів в регіонах України ...	659
5.7 Деякі правові аспекти сталого розвитку гірських регіонів та збереження природоохоронних територій в Україні.....	667
5.8 Екологічна освітять невід'ємна складова успішних економічних трансформацій в епоху неоіндустріалізму.....	678
5.9 Правова основа функціонування мови як чинника консолідації українського суспільства	687
РЕЗЮМЕ.....	696
BIBLIOGRAPHY.....	698
БІБЛІОГРАФІЯ.....	704

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