

ISSN 2450-2146

INTERNATIONAL JOURNAL OF NEW ECONOMICS AND SOCIAL SCIENCES

(IJONESS)

№ 2 (6) 2017

„Zadanie IV finansowane w ramach umowy 696/P-DUN/2017
ze środków Ministra Nauki i Szkolnictwa Wyższego przeznaczonych
na działalność upowszechniającą naukę”



Ministerstwo Nauki
i Szkolnictwa Wyższego

The Journal is Listed and Indexed in Index Copernicus

Interanational Journal of New Economics and Social Sciences (published)		ISSN 2450-2146
International Journal of New Economics and Social Sciences (online) www.ijoness.com		ISSN 2451-1064



Publisher

International Institute of Innovation
«Science-Education-Development»
in Warsaw, Poland
www.instytutinnowacji.edu.pl

Warszawa 2017

Editorial Board:

Editor-in-Chief - Dr hab. (economic sciences), Jan Maciejewski - University of Wrocław (Wrocław) Poland

First Deputy Scientific Editor - PhD (legal science), Sylwia Gwoździewicz - The Jacob of Paradies University in Gorzów Wielkopolski (Gorzów Wielkopolski) Poland

Second Deputy Scientific Editor - Dr hab. professor Viktor Moshynski - Rector of National University of Water Management and Nature Resources Use (Rivne) Ukraine

Subject Editor - Dr hab. (legal sciences), professor Jozef Centes - Head of the Department of Criminal Law, Criminology and Criminal Sciences at the Faculty of Law, Comenius University (Bratislava) Slovakia

Subject Editor - PhD Cagdas Hakan Aladag - Visiting Professor at Knowledge/Intelligence Systems Laboratory Department of Mechanical and Industrial Engineering University of Toronto, (Toronto) Canada and Associate Prof. at Operations Research Section Dep. of Statistics, Faculty of Science Hacettepe University, (Ankara) Turkey

Subject Editor- PhD (economic sciences), doctor Dariusz Prokopowicz - Institute of Sociology, Faculty of History and Social Sciences, Cardinal Stefan Wyszyński University in Warsaw (Warsaw) Poland

Subject Editor – Dr hab. (economic sciences), professor Pavlo Ilchuk – Head of Technology Management Department of Lviv Polytechnic National University (Lviv) Ukraine

Subject Editor - Dr hab. (economic science), professor Natalia Savina - Pro-rector on Scientific Work and International Relations of National University of Water Management and Nature Resources Use (Rivne) Ukraine

Subject Editor - Dr hab. (economic science), professor Alina Yakymchuk - Public Administration, Documentation and Information Activities Department of National University of Water Management and Nature Resources Use (Rivne) Ukraine

Subject Editor- PhD (economic sciences), doctor Andriy Valyukh - Director of Educational and Research Institute of Economics and Management of National University of Water Management and Nature Resources Use (Rivne) Ukraine

Language Editor - PhD (social sciences), doctor Kateryna Novikova - Alcide De Gasperi University of Euroregional Economy in Józefów (Jozefow) Poland

Statistical Editor - PhD (social sciences), doctor eng. Krzysztof Tomaszycy -Institute of Sociology, University of Wrocław (Wrocław) Poland. Police Headquarters (Warsaw) Poland

Statistical Editor - PhD (economic sciences), doctor eng. Daniel Szybowski - The International Institute of Innovation Science - Education - Development in (Warsaw) Poland

Academic Committee:

Dr hab. (social sciences), professor Daniel Boćkowski - University of Białystok Institute of History and Political Sciences Department of International Security (Białystok) Poland

Dr hab. (economic sciences), professor Dariusz Reško - National Louis University of (Nowy Sacz) Poland

Dr hab. (economic sciences), professor eng. Marian Malicki - The Jacob of Paradies University in (Gorzów Wielkopolski) Poland

PhD (social sciences), doctor Anna Chabasińska - The Jacob of Paradies University in (Gorzów Wielkopolski) Poland

Dr hab. (legal sciences), professor Pavel Nečas - University of Security Management (Kosice) Slovakia

Dr hab. (economic sciences), professor Ramaz Abesadze – Principal Researcher, Director of Paata Gugushvili Institute of Economics of Ivane Javakishvili Tbilisi State University (Tbilisi) Georgia

Dr hab. (economic sciences), professor Vakhtang Burduli – Principal Researcher, Head of Sector and Regional Economy Department of Paata Gugushvili Institute of Economics of Ivane Javakishvili Tbilisi State University (Tbilisi) Georgia

Dr hab. (economic sciences), professor Anna Nedyalkova - Free University (Warna) Bulgaria

Dr hab. (legal sciences), professor Pavel Pavlov - Free University (Warna) Bulgaria

Dr hab. (economic sciences), professor Galya Gercheva - Free University (Warna) Bulgaria

Dr hab. (economic sciences), professor Anatoliy Sokhnych - The Head of the Land Management Department of Lviv National Agrarian University (Lviv) Ukraine

Dr hab. (economic sciences), professor Petro Skrypchuk - The Management Department of National University of Water Management and Nature Resources Use (Rivne) Ukraine

Dr hab. (economic sciences), professor Olha Sazonets - The Head of Department of International Economics of National University of Water Management and Nature Resources Use (Rivne) Ukraine

PhD (economic science), professor Svitlana Zubilevych - The Head's Assistant of Educational and Research Institute of Economics and Management of National University of Water Management and Nature Resources Use (Rivne) Ukraine



ISSN 2450-2146

Wydawca / Publisher

Międzynarodowy Instytut Innowacji «Nauka – Edukacja – Rozwój» w Warszawie
International Institute of Innovation «Science - Education -Development» in Warsaw

www.institutinnovacji.edu.pl

kontakt@institutinnovacji.edu.pl

www.ijoness.com

© Copyright by International Institute of Innovation «Science-Education-Development» in Warsaw

All Rights Reserved / Wszelkie prawa zastrzeżone. Kopiowanie, przedrukowywanie

i rozpowszechnianie całości lub fragmentów niniejszej publikacji bez zgody wydawcy zabronione.

Contents

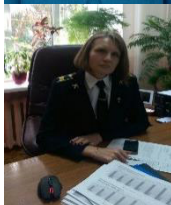
I Economics, Business and Management	7
Wołowiec T., Szybowski D. Economic Dimension Of Harmonizing Personal Income Taxation In The European Union Countries	9
Bilous N. Characteristic Features Of The Corporate Strategies Of The Foreign Capital Companies On The Life Insurance Market In Ukraine	28
Akimova L., Korzh M., Chub I. Approach To Systemic Process Of The Entrepreneurship Competitiveness Management in Ukraine.....	37
Varnalij Z., Nikytenko D. Competition In The System Of Ensuring Investment Security	44
Tsybaliuk I., Pidtserkovnyi B. Regional Development In The Coditions Of Financial Decentralization in Ukraine	57
Sirotinska A., Sirotinsky O. Information Technologies In Enterprise Management	66
Zubilevych S., Poznyakovska N. Conceptual Framework Of International Public Sector Accounting Standards: World Experience And Ukraine	78
Dzhadan I. Evolution Of Economic Integration Of The Influence Of The Development Of The National Economy On Industrial And Technological Marketing	86
Kostiukevych R., Kostiukevych A. Application Of Value Oriented Approach To Strategic Management Ofproject Portfolio Of Unified Territorial Communities	97
Kardash O. Theoretical And Methodological Principles Of The Country's Economic Security Assessment	108
II Management in Security and Ecology	121
Sotnyk I., Goncharenko O., Hrynevych O. Factor Modeling Of Reuseable Goods Market In The Context Of Dematerialization Of Consumption	123
Kovshun N. The Impact Of The Economic Crisis On The Financing Of The Water Management Complex In Ukraine	140
Mykytyn T., Yakymchuk A., Szymanski J., Zaitsev D. Peculiarities Of Financing National Natural Parks In Poland And Ukraine	152
Kovshun N., Strilchuk V. Strategic Directions And Mechanisms Of Formation Of New Organizational Forms Of Management Of Nature Protection In The Local Socioeconomic System	163

Sazonets I., Sipailo N. Conceptual Foundations Of Entrepreneurship Liberalization In The Hotel Business Of Ukraine	175
Stoiko N., Stadnytska O. Conceptual Approaches To Improvement Of The Organizational And Economic Mechanism For Use Of Degraded And Unproductive Agricultural Land In Ukraine	188
Yakimchuk A., Semenova Y. Formation Of The Market For Environmental Services In The Context Of Rational Water Use	198
III International Relations and Regional Studies	207
Doroshenko O., Vashay Y. Implementation Of National Interests In The Process Of Modernization Of State Finances Of Ukraine	209
Prokopowicz D., Matosek M. Importance And Security Of Information Provided By The Internet In The Context Of The Development Of Economic Entities In Poland	219
Kuznetsova T., Sipailo L. State System Of Stimulation And Regulation Of Innovative Activities Of Enterprises In Developed Countries Of The World	232
IV Law and Administration	243
Gwoździewicz S., Prokopowicz D. Family 500 Plus Programs And Flat Plus With Key Instruments For Private Social Policy In Poland	245
Tomaszycki K. Moral Aspects Of Functioning Of Research Institutions In Police In The Scope Of The Control Of Migration On Outer Eu Borders	265
Mielnik M. Organization And Activity Of Kościuszek Insurrection's Internal Security Bodies	286
Yakymchuk A., Yaroshchuk V. Information Risk In Public Administration Of Ukraine	295
Gołębiewska A., Prokopowicz D. National Housing Program Of The Main Strategic And Program Document For The Current State Residential Policy Of The State	305
V Sociology and Pedagogy	317
Prokopowicz D. The Question Of The Security Of Facilitating, Collecting And Processing Information In Data Bases Of Social Networking	319
Sytnyakivska S. Innovative Model Of Future Social Specialists Training On A Bilingual Basis	331

Karychkovskiy V. Analysis Of The Agrarian University Admission Process In Ukraine	341
Klimova A. Government Control Of Antropogenetic Activities Of Ukrainian Academic Organizations In The Context Of Licensing Of Training And Education Activity	349
Kolodii O., Kovalchuk I., Syvak O. The Impact Of Visualization Techniques On Student’s Learning Vocabulary	359
VI Reports and Reviews	369
Prokopowicz D., Rakowski J. Jubilee's Report Of The 14th Congress Of The Polish Economy For The 15th Annual Of The Commercial-Industry Congregation Of The Polish Chamber Of Community	371
Prokopowicz D. Dreview Of The Book Written At The Editor Of Sylwia Gwoździewicz And Krzysztof Tomaszycy pt.: “Legal And Social Aspects Of Cybersecurity” Issued By The International Institute Of Innovation “Science - Education – Development” In Warsaw	390
Mielnik M. M. Kalbarczyk, Peasant Batalions In Garwoliński Cuntry In The Years 1940 – 1944	414



PhD, Assoc. Professor Liudmila Akimova ¹⁾
PhD, Assoc. Professor Maryna Korzh ²⁾
Junior Lecturer Iryna Chub ³⁾



*¹⁾ Finance and Environmental Economics Department,
National University of Water and Environmental
Engineering,
(Rivne, Ukraine)
l_akimova@ukr.net*

*²⁾ Department of Marketing and Advertising,
Kyiv National University of Trade and Economics,
(Kyiv, Ukraine)
marinavladimirovna.korzh@gmail.com*



*³⁾ Department of Marketing and Advertising,
Kyiv National University of Trade and Economics,
(Kyiv, Ukraine)
chub_irina@ukr.net*

**APPROACH TO SYSTEMIC PROCESS OF THE ENTREPRENEURSHIP
COMPETITIVENESS MANAGEMENT IN UKRAINE**

**PODEJŚCIE DO SYSTEMOWEGO ZARZĄDZANIA PROCESAMI
KONKURENCYJNOŚCI PRZEDSIĘBIORSTW NA UKRAINIE**

**ПОДХОД К СИСТЕМНОМУ ПРОЦЕССУ УПРАВЛЕНИЯ
КОНКУРЕНТОСПОСОБНОСТЬЮ ПРЕДПРИНИМАТЕЛЬСТВА
В УКРАИНЕ**

Abstracts

In the article, the authors carried out a critical analysis of existing methods for assessing competitiveness, identified the advantages and disadvantages of these methods and proposed a functional approach for the process of assessing this market index. Competitiveness appears only under competitive conditions and as a result of competition. Competitiveness of the enterprise in countries with market economy is a result of plexus factors generated by the objective development of productive forces that reflect outcome of large monopolies policy in the struggle for quality, sales markets and getting profits. In the current conditions of the development of the Ukrainian economy, there is an urgent need to improve the marketing system in domestic industrial enterprises and the existing

PhD, Assoc. Professor Liudmila Akimova
PhD, Assoc. Professor Maryna Korzh
Junior Lecturer Iryna Chub
Opublikowany: 2017-12-30
DOI: 10.5604/01.3001.0010.7621

tools for the formation of their competitive advantages in both domestic and foreign markets. Every year, Ukraine is increasingly integrated into world economic processes and becomes their direct participant. Transport plays a particularly significant role in these processes.

Keywords: operating performance, competitiveness, competition, global economy, strategic management, product policy.

Streszczenie

W artykule autorzy przeprowadzili krytyczną analizę istniejących metod oceny konkurencyjności, zostały zidentyfikowane zalety i wady tych metod oraz zaproponowane podejście funkcjonalne do procesu oceny tego wskaźnika rynkowego. Konkurencyjność przejawia się tylko w warunkach konkurencji i przez konkurencję. W krajach z gospodarką rynkową konkurencyjność przedsiębiorstwa wynika z wielości czynników w rezultacie obiektywnego rozwoju sił wytwórczych i odzwierciedla wyniki polityki wielkich monopolii w walce o jakości, rynki i zyski. W obecnych warunkach rozwoju ukraińskiej gospodarki istnieje pilna potrzeba ulepszenia systemu marketingowego w krajowych przedsiębiorstwach przemysłowych oraz istniejących narzędzi do tworzenia ich przewagi konkurencyjnej na rynku krajowym i zagranicznym. Co roku Ukraina coraz bardziej włącza się w światowe procesy gospodarcze i staje się ich bezpośrednim uczestnikiem. Ważną rolę w tym odgrywa transport.

Słowa kluczowe: wydajność produkcji, konkurencyjność, konkurencja, gospodarka globalna, zarządzanie strategiczne, polityka produktów.

Аннотация

В статье авторами был проведен критический анализ существующих методов оценки конкурентоспособности, определены преимущества и недостатки этих методов. И предложен функциональный подход для процесса оценки этого рыночного индекса. Конкурентоспособность проявляется лишь в условиях конкуренции и через конкуренцию. В странах с рыночной экономикой конкурентоспособность предприятия является результатом переплетения факторов, порожденных объективным развитием производительных сил и отражающие результаты политики крупных монополий в борьбе за качество, рынки сбыта и получения прибыли. В современных условиях развития экономики Украины имеет место острая необходимость в совершенствовании маркетинговой системы на отечественных промышленных предприятиях и существующего инструментария формирования их конкурентных преимуществ как на внутренних, так и на внешних рынках сбыта. С каждым годом Украина все больше интегрируется в мировые экономические процессы и становится их непосредственным участником. Значительную роль при этом играет транспорт. **Ключевые слова:** эффективность производственной деятельности, конкуренция, конкурентоспособность, глобальная экономика, стратегический менеджмент, политика продуктов.

PhD, Assoc. Professor Liudmila Akimova

PhD, Assoc. Professor Maryna Korzh

Junior Lecturer Iryna Chub

Opublikowany: 2017-12-30

DOI: 10.5604/01.3001.0010.7621

Wydanie: International Journal of New Economics and Social Sciences 2017; 2 (6): 37-43

Countries with transformation economy, a number of which include Ukraine, are more vulnerable under conditions of global economic crisis. Such vulnerability is largely reflected not only on the internal economy level of the country, but on the level of its competitiveness in the overall global ranking. Besides, unstable political situation in Ukraine makes the process of economic recession more complicate and extended. In Ukraine the risk level highly increases for local economic units in their economic activities and market and control decision-making therefore they exit the local market or cover international markets.

Modern competition is an essential attribute of the global economy and a form of market processes; it is characterized by a non-precedent scale, dynamism and exigencies and this requires a thorough study of the market from the position of each manufacturer to form good knowledge about the economics of a product market. As follows, competitiveness is one of the key strategic indexes of evaluation and management efficiency of modern enterprise functioning. It determines viability of the enterprise and results of its production and sales activity in terms of the market competition. A competition compels enterprises of all ownership to monitor changes

continually in terms of supply and demand, cost of material resources, and to reduce production costs, to improve the quality of products and services sold in the market and to enhance their competitiveness. In general, a main task and the main function of the competition is to capture a market, to beat competitors in a struggle for consumers and to provide stable income.

Competitiveness appears only under competitive conditions and as a results of competition. Competitiveness of the enterprise in countries with market economy is a result of plexus factors generated by the objective development of productive forces that reflect results of large monopolies policy in the struggle for quality, sales markets and earning profits.

Concepts of comparative costs [1], comparative advantages (Eli Heckscher, Bertil Ohlin), a comparison of competitive advantages, factors of management and productivity of resources usage [2], a competitive status of a firm [4] are used for characteristics of the competitiveness.

Analysis of the many definitions of the category "competitiveness" allowed for the classification of this concept by the following characteristics (table 1).

Table 1. Classification of Competitiveness

Characteristics	Competitiveness types
1	2
1. Territorial and geographical sphere	International Intranational Regional
2. Level of competitive objects	Industry branch (complex of industry branches) Enterprise Product
3. Fixing in time	On the determined date in past Current Expected

PhD, Assoc. Professor Liudmila Akimova

PhD, Assoc. Professor Maryna Korzh

Junior Lecturer Iryna Chub

Opublikowany: 2017-12-30

DOI: 10.5604/01.3001.0010.7621

Competitiveness level depends on the interaction of five competitive forces: raw material suppliers, new potential competi-

tors, substitute products, buyers of products and a specific of the industry branch (fig. 1).

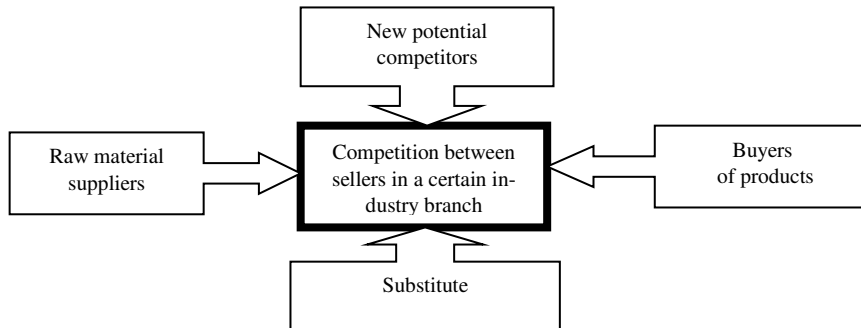


Fig. 1. Porter's five factors model of the competitive forces [3]

Five factors model of the competitive forces facilitates the identification of the strengths and weakness of the enterprise, as well as the analysis of spheres where strategic changes will have the greatest positive effect. It also allows for the identification of spheres where industry branch trends have the greatest impact on potential opportunities of the company or on threats.

Competitiveness is the primary indicator by importance in modern conditions due to the necessity of the choice of a manufactured product that conforms to the existing needs of potential users in the best possible way. Competitiveness is also the optimal correlation between the price and the quality of the analyzed products. Besides, there is no better indicator for characteristics of the manufactured product of industrial purpose than the limit price according to conclusions obtained on the basis of the performed research. Limit price is the best indicator due to the determination of a maximum price level that covers all equipment properties and operational characteristics when its calculation and analysis proceeds.

Besides, this indicator is the threshold of a competitiveness and it is impractical to pass through it if a firm really goes out on the potential market or has already gone out on this market in order to meet the existing needs and sale of goods to ensure the profitability and effectiveness of the production. Thus, the limit price level can be taken as a zero value of competitiveness and this indicator can serve as a standard to compare the prices of the analyzed machine and its related technical characteristics.

Therefore, we can conclude, that the possibility of a new functional approach to the determination of a competitiveness level appears by the ratio of a limit price to the equipment sales price [5-10]. Analytically it can be written as follows:

$$K = \frac{P_{l,r}}{P_{s,r}}, \quad (1)$$

where $P_{s,r}$ – the sales price level for the researched equipment.

Writing down the equation for the limit price we obtain the following (1):

PhD, Assoc. Professor Liudmila Akimova

PhD, Assoc. Professor Maryna Korzh

Junior Lecturer Iryna Chub

Opublikowany: 2017-12-30

DOI: 10.5604/01.3001.0010.7621

$$K = \frac{P_A \cdot F_1[F_3(A_{1p}, \dots, A_{np}, \dots, D_{1p}, \dots, D_{np})]}{F_1[F_3(A_{1A}, \dots, A_{nA}, \dots, D_{1A}, \dots, D_{nA})]} \cdot \frac{Q_{exp.r.}}{Q_{exp.A.prod.}} \cdot P_{s.r.} \quad (2)$$

$$K = \frac{P_A \cdot F_1[F_3(A_{10}, \dots, A_{n0}, \dots, D_{10}, \dots, D_{n0})]}{P_{s.r.} \cdot F_1[F_3(A_{1A}, \dots, A_{nA}, \dots, D_{1A}, \dots, D_{nA})]} \times \frac{Q_{exp.r.}}{Q_{exp.A.prod.}} \quad (3)$$

Formula (3) can be converted into formula (4) because multiplicative form is the most accurate way of expression of any kind functional dependencies of including dependence of sales price from the mass and dependence of the mass from functional and classification indicators of purpose:

$$K = \frac{P_A \cdot K'_M \cdot (K'_M \cdot A_0^{Z_1} \cdot \dots \cdot D_0^{Z_n})^X \cdot Q_{exp.r.}}{P_{s.r.} \cdot K'_M \cdot (K'_M \cdot A_A^{Z_1} \cdot \dots \cdot D_A^{Z_n})^X \cdot Q_{exp.A.prod.}} \quad (4)$$

Formula (4) provides a complete picture of the state of technical and economic level of the investigational product and machine-analogue and also permits to determine differences between these comparable products, and reflects a comparison of their use values. A complex indicator of competitiveness (K) obtained in this method models machine selection in the quantitative expression.

This effect is achieved by replacing the limit price of an analogous operational productivity ($Q_{exp.A}$) on the indicator of analogous operational productivity, summed up to purpose indicators of the investigated machine ($Q_{exp.A.prod.}$). In other words, both units of equipment are summed up to one class of consumers and this is very important for the industrial products, because consumers would have incur additional costs they are not interested in, in the market segment where the defined equipment class dominates in case of the non-correspondence of indicators to the level of

specific needs. Therefore, such correlation is a correction adjustment factor of comparison bases. Indicators of machine reliability have true values inherent to each of them and they can be objectively evaluated in the given formula. Speaking about true values of the purpose indicators of a machine-analogue and investigated equipment, they are compared when substitution into a multiplicative expression.

However, there is no precise grouping of technical and economic indicators of competitiveness in such methodology and this complicates the process of calculation, analysis of results and detection of the product "narrow place". That is why there is a necessity to present formula (4) in the following way:

$$K = \underbrace{\left[\frac{K'_M \cdot (K'_M \cdot A_0^{Z_1} \cdot \dots \cdot D_0^{Z_n})^X \cdot Q_{exp.r.}}{K'_M \cdot (K'_M \cdot A_A^{Z_1} \cdot \dots \cdot D_A^{Z_n})^X \cdot Q_{exp.A.prod.}} \right]}_{I_{T.P.}} \cdot \underbrace{\left[\frac{P_A}{P_{s.r.}} \right]}_{I_{E.P.}} \quad (5)$$

Thereby, expression in first brackets describes the technical aspect of a product in formula (5):

$$I_{T.P.} = \frac{K'_M \cdot (K'_M \cdot A_0^{Z_1} \cdot \dots \cdot D_0^{Z_n})^X \cdot Q_{exp.r.}}{K'_M \cdot (K'_M \cdot A_A^{Z_1} \cdot \dots \cdot D_A^{Z_n})^X \cdot Q_{exp.A.prod.}} \quad (6)$$

The complex indicator of competitiveness determined in such way allows to identify and to analyze one of the main problems by technical parameters. This problem consists in the determination of existing problem satisfaction degree by analyzed equipment in comparison with machine-analogue by precise technical parameters. The accuracy of technical characteristics of ma-

PhD, Assoc. Professor Liudmila Akimova

PhD, Assoc. Professor Maryna Korzh

Junior Lecturer Iryna Chub

Opublikowany: 2017-12-30

DOI: 10.5604/01.3001.0010.7621

Wydanie: International Journal of New Economics and Social Sciences 2017; 2 (6): 37-43

chinery products increases when calculations follow formula (6) due to more complete and thorough analysis of equipment. Accurate parameters are most significant and important when making a purchase decision. Such process occurs due to the possibility to refuse experts for technical parameters evaluation of the researched products of an industrial purpose in the calculation process. This also increases accuracy of calculations because the error results from differences in views of different groups of professionals and the average value determination of their estimates leads to generalization and enlargement of calculations. Therefore, we obtain simpler and faster analysis because of saving time on parameters ranking and search for competent experts.

Besides, there is a strictly functioning mechanism of parameters list formation, which has a significant impact on purchasing decisions when using certain methods of analysis of product consumer properties. Such situation occurs due to the automatic selection process in formula (6), which includes only such machine characteristics, the numerical values of which directly affect the value of operational performance. Potential consumer seeks to maximize the operational performance because there is the direct proportional dependence between this value and a predictable income.

This justification is actual because products of an industrial purpose, purchased for profit from its further use, were analyzed in this case. Besides, all indicators of purpose, which characterize consumer capabilities necessary to achieve the mentioned aims are included into analyzed parameters. Determination of the significance of each purpose indicator is originally programmed in the equation and is expressed as degrees reflecting multiplicative dependence.

Conclusions. There is an acute need in the marketing system to improve the national industrial enterprises and existing tools of formation of their competitive advantages in internal and foreign markets in the modern conditions of Ukraine's economic development. From year to year Ukraine increasingly integrates into global economic processes and becomes their direct participant. Transport in general and especially aviation transport plays a vital role in these processes. "Open sky" policy, which is one signs of the aforementioned trends, creates new opportunities and threats for the national air-companies development.

Modern scientific approaches aimed at operational efficiency improvement and industry formation were identified as a result of performed investigations. An equation of equipment operation, which determines an hourly operational performance taking into account indicators of its reliability is the most efficient in terms of technical side of the research for the evaluation of the quality of certain machine operation in certain conditions and for the formation of the priorities for further improvement.

The way of designing studies for analysing the product limit price is the most effective in the modern science as for the economic concept of researched products, manufactured by the machine producer. This indicator not only displays price and cost characteristics of the machine, but also reveals the appointments indicators impact on limit price level.

The possibility of formation of the functional approach for the determination of the competitiveness level of products for industrial purposes was identified on the basis of these two directions. A limit price value takes as a basic (zero) value of this indicator by the limit price ratio to the sales price taking into account economic and normative indicators.

PhD, Assoc. Professor Liudmila Akimova

PhD, Assoc. Professor Maryna Korzh

Junior Lecturer Iryna Chub

Opublikowany: 2017-12-30

DOI: 10.5604/01.3001.0010.7621

References

1. Ricardo D. The beginning of political economy and tax taxation / D. Ricardo // Soch. In 4 tons of T.1. - M.: Gorkizdat, 1955. - 359 pp.
2. Porter M. Competition / M. Porter // Trans. With English. - M.: Williams, 2001. -495 pp.
3. Porter M. Competitive Advantage: How to achieve a high result and ensure its stability / Trans. With English. - Moscow: Alpina Business Books, 2005. - 715 p.
4. Ansoff I. New corporate strategy / I. Ansoff // - St. Petersburg. : PeterCom, 1999. - 416 p.
5. The competitiveness of the property: otsinka rivnyia ta pomsti pidvistchennya: [monografiya / zag zag. Ed. O.G. Yankovoy]. - Odessa: Atlant, 2013. - 470 p.
6. Brutman A.B. Measuring the competitiveness of industrial enterprises on the basis of an assessment of their production potential / A.B. Brutman // The Bulletin of Khmelnytsky University. - 2010. - T. 2. Economic sciences, number 4. - P. 136-141.
7. Poddubna L. I. International Competitiveness of the Enterprise: Theory and Mechanism of Support [Text]: Monograph. / L. I. Poddubna-Kh. : VD "INZHEK", 2011. - 400 p.
8. Rubin Yu.B. Theory and practice of entrepreneurial competition: textbook / Yu.B.Rubin //.- 8th repr. Izd-M. : MarketsD, - 2010. - 608 p.
9. Smolin I.V. Determinants of Enterprise Competitiveness and Their Interconnection / I.V. Smolin // Enterprise Strategy: Changing the Paradigm of Management and Innovative Business Solutions. - zb. Mater International Sci. Pract. Conf. - K.: KNEU, 2013. - P. 122-124.
10. IMD World Competitiveness Yearbook: 2013. – Lausanne: International Institute for Management Development, 2013. – 601p.

Bibliography

11. Рикардо Д. Начало политической экономии и налогового обложения / Д.Рикардо // Соч. в 4 т. Т.1. – М. : Госполитиздат, 1955. – 359 с.
12. Портер М. Конкуренция / М. Портер ; пер. с англ. – М. : Вильямс, 2001. –495 с.
13. Портер М. Конкурентное преимущество: Как достичь высокого результата и обеспечить его устойчивость / Пер. с англ. - М.: Альпина Бизнес Букс, 2005. – 715 с.
14. Ансофф И. Новая корпоративная стратегия / И. Ансофф. – СПб. : ПитерКом, 1999. – 416 с.
15. Конкурентоспроможність підприємства: оцінка рівня та напрями підвищення: [монографія / за заг. ред. О.Г. Янкового]. – Одеса: Атлант, 2013. – 470 с.
16. Брутман А.Б. Измерение конкурентоспособности промышленных предприятий на основе оценки их производственного потенциала / А.Б. Брутман // Вісник Хмельницького університету. – 2010. – Т. 2. Економічні науки, № 4. – С. 136-141.
17. Піддубна Л. І. Міжнародна конкурентоспроможність підприємства: теорія та механізм забезпечення [Текст]: Монографія. / Л. І. Піддубна– Х.: ВД «ІНЖЕК», 2011. – 400 с.
18. Рубин Ю.Б. Теория и практика предпринимательской конкуренции: учебник / Ю.Б.Рубин//.-8-е репр. изд.-М.: МаркетДС,-2010.-608с.
19. Смолін І.В. Детермінанти конкурентоспроможності підприємства та їх взаємозв'язок / І.В. Смолін // Стратегія підприємства: зміна парадигми управління та інноваційні рішення для бізнесу. — Зб. матер. Міжнар. наук.-практ. конф. — К. : КНЕУ, 2013. – С. 122-124.
20. IMD World Competitiveness Yearbook: 2013. – Lausanne: International Institute for Management Development, 2013. – 601 p.

PhD, Assoc. Professor Liudmila Akimova

PhD, Assoc. Professor Maryna Korzh

Junior Lecturer Iryna Chub

Opublikowany: 2017-12-30

DOI: 10.5604/01.3001.0010.7621

Wydanie: International Journal of New Economics and Social Sciences 2017; 2 (6): 37-43