УДК 332.2/.3:63

IMPLEMENTATION OF RURAL FARMING AS AN ASPECT OF SUSTAINABLE LAND MANAGEMENT IN UKRAINE

Avramchuk B., *graduate student,*

National University of Life and Environmental Sciences of Ukraine

Supervizor: Martyn A., *PhD, National University of Life and Environmental Sciences of Ukraine*

There was considered the problem of implementation of rural farming as one of the aspects of Sustainable Land Management on cropland sparsely populated regions of Ukraine. Also there was investigated its effect on the economy of rural areas and providing environmental sustainability.

Keywords*: sustainable land management, farming, rural population, cropland.*

Problem statement. Land-use activities—whether converting natural landscapes for human use or changing management practices on human-dominated lands—have transformed a large proportion of the planet's land surface. By clearing tropical forests, practicing subsistence agriculture, intensifying farmland production, or expanding urban centers, humans are changing the world's landscapes. Although land-use practices vary greatly across the world, their ultimate outcome is generally the same:

(a) to produce food and fiber

(b) to acquire natural resources for immediate human needs.

The sections that follow present the rationale for why SLM is a critical cross-sector driver for maintaining production and services from human-dominated landscapes.

The challenges identified are also entry points for carefully targeted interventions and represent opportunities for propoor investments.

Sustainable land management is a knowledge-based procedure that helps integrate land, water, biodiversity, and environmental management (including input and output externalities) to meet rising food and fiber demands while sustaining ecosystem services and livelihoods. SLM is necessary to meet the requirements of a growing population.

Improper land management can lead to land degradation and a significant reduction in the productive and service functions.

In lay terms, SLM involves these activities:

■ Preserving and enhancing the productive capabilities of cropland, forestland, and grazing land (such as upland areas, down-slope areas, flatlands, and bottomlands)

■ Sustaining productive forest areas and potentially commercial and noncommercial forest reserves

■ Maintaining the integrity of watersheds for water supply and hydropower-generation needs and water conservation zones

■ Maintaining the ability of aquifers to serve the needs of farm and other productive activities.

In addition, SLM includes actions to stop and reverse degradation—or at least to mitigate the adverse effects of earlier misuse. Such actions are increasingly important in uplands and watersheds—especially those where pressures from the resident populations are severe and where the destructive consequences of upland degradation are being felt in far more densely populated areas downstream.

Fortunately, in the past four decades, scientific advances and the application of improved knowledge and technologies by land managers and some farmers have resulted in significant total and per capita food increases, reduced food prices, and the sparing of new land that otherwise would have been needed to achieve the same level of production. For example, if yields of the six major crop groups that are cultivated on 80 percent of the total cultivated land area had remained at 1961 levels, an additional 1.4 billion hectares of farmland (more than double the amount of land currently being used) would have been required by 2004 to serve an expanding population. Asia alone would have required an additional 600 million hectares, which represents 25 percent more land area than is suitable for cultivation on that continent. Rather than enjoying surpluses of grains, Asia would now depend heavily on food imports. Nevertheless, those gains have some medium- to long-term costs [1].

Until recently, increases in agricultural productivity— particularly in developed regions of the world, where they are facilitated by both science and subsidy—have pushed world agricultural commodity prices down, making it

increasingly difficult for marginal land farmers to operate profitably within existing technical and economic parameters. These trends may not be reliable pointers to the future.

In the 21st century, food and fiber production systems will need to meet three major requirements:

1. They must adequately supply safe, nutritious, and sufficient food for the world's growing population.

2. They must significantly reduce rural poverty by sustaining the farming-derived component of rural household incomes.

3. They must reduce and reverse the degradation of natural resources and the ecosystem services essential to sustaining healthy societies and land productivity [2].

Analysis of recent scientific researches and publications. Developing of Sustainable Land Management is a quite innovative problem in Ukraine. It mainly depends on land use and in same time makes a significant influence on land use. Nevertheless many scientists have already researched some questions in this sphere, such as: Pashkov I., Danylenko A., Dokuchaev V., Dobryak D., Shykula M., Tretyak A., Novakovskiy L., Borshchevskiy P., Balackiy O.

There were investigated theoretical and methodological problems of formation institutional framework for sustainable land use in agriculture of Ukraine, also the ways of its implementation. In addition there was developed a conceptual framework of the sustainable land use, based on a systematic approach defined its principles, grounded system of sustainable land use planning process and its implementation. Grounded management tools to ensure rational land use.

Article purpose **–** to explore innovative problem of implementation of the rural farming as an aspect of Sustainable Land Management and its features in Ukraine.

Main material. Five broad pathways of agricultural land use change have evolved in developing countries in this century, reflecting different land resource endowments and settlement patterns:

- Expansion and intensification of irrigated agriculture
- Intensification of high-quality rain-fed lands

- Intensification of densely populated marginal lands
- Expansion of farming into sparsely populated marginal lands
- The rise of urban and per urban farming with accelerated urbanization

Let's look through the expansion of farming into sparsely populated rural lands in Ukraine.

Relation between quantity of cropland and population

Region	Population			Cropland, thousand ha	Cropland per capita, ha	Cropland per capita rural, ha
	Overall	Rural	Percentage of rural population, %			
1	2	3	4	5	6	7
Zhytomyr	1267468	527068	41,6	1092,8	0,86	2,07
Transcarpathian	1254631	788339	62,8	200,9	0,16	0,25
Mykolayiv	1172130	376746	32,1	1697,7	1,45	4,51
Rivne	1157163	604168	52,2	648,7	0,56	1,07
Sumy	1140507	366000	32,1	1231,8	1,08	3,37
Kherson	1076633	418091	38,8	1777,9	1,65	4,25
1	2	3	4	5	6	7
Ternopil	1076240	600984	55,8	854,1	0,79	1,42
Cherinihiv	1075217	390995	36,4	1381,9	1,29	3,53
Volyn	1040183	498280	47,9	674,3	0,65	1,35
Kirovograd	993292	373618	37,6	1762,3	1,77	4,72
Chernivtsi	907116	521094	57,4	333,6	0,37	0,64

We have selected ten regions in Ukraine with follow conditions to show the effectiveness of implementation of rural farming of Sustainable Land Management:

- Low density of overall population.
- High quantity of rural population [3].

Rural farmers grow lowyield crops for their own households and local markets. Diets also contrast with those in the industrial world, with consumption of animal products far less than half that in industrial societies and per capita caloric intake at

65 to 80 percent. And as it shown in the table, quantity of cropland per capita rural is rather to provide effective farming in case of uniting with 10 up to 20 other farmers.

Poverty, agriculture, and land use make a complex and challenging system with many flaws and interacting elements.

Poor farmers do not want to be poor, and few choose actively to damage their environments. The reason so many are living on the edge of survival is that too many of their traditional approaches to agricultural production are breaking down. Economic growth has been insufficient to offer alternative means of employment for the rural poor. Profits from farming at low levels of productivity have been too small to allow farmers to reinvest in their farms and maintain productivity at acceptable levels [1].

A Green Evolution strategy is needed to help people transform their own landscapes rather than seeking to escape to fresh pastures. Local knowledge (of soils, landscapes, markets, and climate) is linked to the best of national and international expertise in a focused, problemsolving effort. The focus is on quality and results, facilitated through enhanced networking and coordination among the various sector stakeholders and international organizations.

The best options are pulled together and then promoted through large-scale initiatives. The poor influence the choice of recommendations, while the private sector contributes toward sector needs such as seed and market systems.

In that way, the power of millions of individuals' decisions can be tapped to create a more benign and sustainable human imprint on the landscape. The Green Evolution strategy encourages the efficient and swift transformation of practices leading to SLM by harnessing the best skills in a collaborative, learning-by-doing manner in which all people feel ownership and pride. Existing structures are improved and enhanced to build change through an evolutionary, rather than a revolutionary, approach. This approach is cost-effective and brings the best expertise of both developing countries and the international community together in a problem-solving format that can be rapidly scaled up to reach the poor quickly and effectively [2].

In many of the success stories, the path was laid through skillful building of partnerships with farmers, communities, and institutions in the countryside.

***Conclusions*.** In the current situation in Ukraine implementation of rural farming as an aspect of Sustainable Land Management should provide the solution of economic and ecologic problems in complex, such as:

- poverty of farmers and peasantry
- intensification of rural farming and land use
- preventing of land degradation
- increase agronomic education of farmers

Rural farming just a one step in reaching of Sustainable Land Management, but it has great influence, because Ukraine is mainly agronomic country.

References

1. Sustainable Land Management sourcebook / The International Bank for Reconstruction and Development. – Washington: The World Bank, 2008. – 178 p.

2. Sustainable Land Management, Challenges, Opportunities and Trade-offs / The International Bank for Reconstruction and Development. – Washington: The World Bank, 2006. – 87 p.

3. Population Report for March 1, 2013 [Electronic source]: – Access type: http://www.ukrstat.gov.ua.

Висвітлено проблему впровадження сільськогосподарського виробництва як одного з аспектів сталого землекористування на орних землях малонаселених областей України. Також досліджено його вплив на розвиток економіки сільських територій та забезпечення екологічної стабільності.

***Ключові слова**: стале управління земельними ресурсами, сільськогосподарське виробництво, сільське населення, орні землі.*

Освещено проблему внедрения сельскохозяйственного производства как одного из аспектов устойчивого землепользования на пахотных землях малонаселенных областей Украины. Также исследовано его влияние на развитие экономики сельских территорий и обеспечение экологической устойчивости.

***Ключевые слова**: устойчивое землепользование, селянское хозяйство, регионы Украины, окружающая среда.*

УДК 330.341.1:338.432

M.F. Babiyenko, Professor, Honored Worker Agriculture of Ukraine.
M.M. Kulayets, Professor, Honored Economist of Ukraine.
V.A. Pabat, Professor, Honored Worker Agriculture of Ukraine.
National university of life and environmental sciences of Ukraine

INNOVATIVE PROMOTION OF FOOD SECURITY IN UKRAINE

Innovative promotion of food security in Ukraine

The article deeply theoretical, methodological and practical principles of innovation to ensure food safety in Ukraine.

Keywords: food security, promote innovation, quality food.

Issues of food security have always been and remain global for our planet. They acquire special importance for Ukraine. In the proposed paper-ordinated paid great attention to the importance of the relationship with the quality of food. Deals with a number of components of the stabilization and expansion of food safety and quality of agricultural products and foodstuffs.National University of Life and Environmental Sciences of Ukraine Innovative promotion of food security in Ukraine

Analysis of the main research and publications. The problems of developing such issues dedicated works R.Fostera, M. Portera, O.Vytvytskoy, V. Zbarskoho, P.A. Musycy, M. Kropyvka, M. Kysilya and other domestic and foreign scientists and economists.

The purpose of research - to prove the urgent need to build innovative food resources - an important component of food security of Ukraine.

The main material. Innovation is not horrible value play in addressing food security with in our country and the world.

Ukraine has more than 70 Farm-podarskyh land, including arable land - almost 33 million hectares, or 80% of their area. Oc-MILITARY total land fund - 60% (compared to 12% in the U.S.).National University of Life and Environmental Sciences of Ukraine Innovative promotion of food security in Ukraine. Must we all recognize, first of all, farmers in solving the problems of food resources negatively affects the deterioration of

natural productivity of our fields, especially during the years of independence. Take into vuyuchy that Ukraine ranks first in the world in proportion of black soil. On the black soil with high humus content in Ukraine is 63% soil cover, which is almost 27 million hectares of arable land.

Thus, the agricultural sector of the economy has powerful natural potential - large areas of high-performance permanent cover as a specific method of agricultural production.

As already mentioned, the soil fertility of Ukraine by its very diverse. In addition to black soil, high fertility almost 40% of the land area is covered with scanty, poor nutrient soils of sod-podzolic, podzolic, salt, marsh, mountain and a large area of eroded lands. All kinds of soil may solve the food problem without eliminating the many ingredients. That soil fertility can be realized by some factors - land reclamation (radical improvement of the natural properties of the soil), agrochemical (in improving the circulation of substances), physical (tillage, erosion control) and biological (improvement of crop rotation, etc.) [1].

Relevance of research on this issue definitively , they carry out science- kovtsi and educators not only NSC "Institute of Agrarian Economy ," National University of Life and Environmental Sciences of Ukraine , but also scientists all over Ukraine and the world.

The study , in which a solution to this extremely important issue , all is not taken into account in connection with the new economic conditions in the agricultural sector and , in particular, Ukraine's entry into the market area.

Among the urgent tasks is to practice these mechanisms and approaches that would enable our population to ensure national food quality at affordable prices.

Solving this problem requires the use of a complex of measures on the one hand, to ensure uninterrupted receipt of the consumer market growing number of different food quality, and the other - the purchasing power of the population of Ukraine. It should still be emphasized that further performance of our fields compared to developed countries remains low , which significantly affects the food security. Depleted land, slowly increasing returns per hectare, wearing fixed assets, dramatically aging technique.

Expansion of cultivated areas and in particular cultivated crops were disastrous for the future , as accompanied by a reduction in natural grasslands . Especially thoughtless land use was from 1960 to 1990. The plow in those years in Ukraine has reached more than 80% of agricultural land in some areas more than 90%, and in a lot of areas and households, this figure reached 95%. Such tillage did not and does not have any civilized country.

Now we must note: so far failed to stop the decline in living standards in the world, and particularly in Ukraine, as illustrated by the data in the table.

Table

Food consumption ***(per person per year, kg)***												**Rational nutrition standards**
	1990	*1995*	*2000*	*2005*	*2006*	*2007*	*2008*	*2009*	*2010*	*2011*	*2012*	
Meat and meat products (in terms of meat, including fat and offal in kind)	68	39	33	39	42	46	51	50	52	51	54	80
Milk and dairy products (milk equivalent)	373	244	199	226	235	225	214	212	206	205	215	380
Eggs pieces.	272	171	166	238	251	252	260	272	290	310	307	290
Fish and fish products	17,5	3,6	8,4	14,4	14,1	15,3	17,5	15,1	14,5	13,4	13,6	20
Sugar	50	32	37	38	40	40	41	38	37	39	38	38
Oil	11,6	8,2	9,4	13,5	13,6	14,3	15,0	15,4	14,8	13,7	13,0	13
Potato	131	124	135	136	134	130	132	133	129	139	140	124
Vegetables and melons food crops	102	97	102	120	127	118	129	137	144	163	163	161
Fruits, berries and grapes (excluding wine)	47	33	29	37	35	42	44	46	48	53	53	90
Grain products (bread, pasta in terms of flour, flour, grains, legumes)	141	128	125	124	120	116	115	112	111	110	109	101

Statistical Yearbook of Ukraine for 2012 State Statistics Service of Ukraine

The data in the table show that the population of our country consumes the major product only within 50-70% physiological nutritional standards . This is primarily for meat and meat products, milk and dairy products , fruits , berries and grapes.

In Ukraine in 1990, the energy value of daily food intake per capita was 3597 calories from protein 105 g, Ms. ¬ py - 124 g, and now these figures are much lower (about 3tys kcal, 79.3 g protein, and 87.8 fat).

For food safety and quality of agricultural products and foodstuffs heavily influenced by culture as winter and spring wheat , corn , rice, peas , barley, oats , potatoes and vegetables.

A significant number of farms of different ownership and research facilities, introducing high farming, every year more and receive 50-60 quintals per hectare of grain crops. So the challenge is to become the foremost experience all property facilities.

The priority of the government should be encouraging the production of high-quality competitive products using resource-storage and environmentally friendly technologies. Of course, the path to advanced domestic and foreign markets of agricultural products is through technical and technological renewal technosphere farm, adapting the whole chain of the innovation process to a market economy, new approaches to the state science and technology policy in agriculture.

This innovative orientation plays a dominant today, and probably you, rishalnu role in determining the number of participants of competition in the future as innovations allow you to create strategic advantages in doing so.

It should be emphasized that the primary objectives of innovation activities in agriculture, in our view, include: life support agribusiness in terms of domestic and foreign competition; development and consistent implementation of the program of agriculture development.

It is important to recognize that innovation is a prerequisite for successful business as enhance quality and reduce production costs, ensuring the competitiveness of goods and services.

We need to master the methodology and skills innovation, be aware of the principles of the formation and implementation of public policy innovation.

Conclusions and recommendations for further research.

Profound theoretical, methodological and practical principles of the formation and development of innovation in the agricultural sector of Ukraine. An innovative model of domestic agricultural production will help the competitiveness of agricultural products in Ukraine. And, most importantly, improve the living standards possible, primarily due to a balanced agricultural policy of our country.

Literatura

1. Musyca P.M. Managing competitiveness of enterprises of agriculture / P.M Music. - Agroinkom, 2010. - № 7-9. - S110-111.
2. 2. Zbarskyy V.K. Innovative character of the cooperative movement in rural / V.K. Zbarskyy / Agricultural cooperatives: Coll. sciences. works of agricultural economists, ed. Head of the Lviv Chamber of Agriculture, Professor P. Music. - Lviv, 2012. - P. 94-107.
3. V. Pabat, VA Skripnichenko, M.M. Kulayets, M.F Babiyenko .Trends potato in shaping the food resources of Ukraine/ Journal of Agricultural Science of Ukraine. - 2013. - № 5. - S. 69-73.
4. Boyko V.I. Economics of grain/ Monograph – K. - 2008, NSC "Institute of Agrarian Economy." - S. 189-200.
5. 5. Lupenko J.O., Mesel-Veselyak V.J. Strategic directions of development of agriculture of Ukraine till 2020. [Ed. 2nd, revised. and add.]. -K. NSC "IAYE", 2012.-218s.

УДК 351.823.1

SOCIALLY and PSYCHOLOGICALY METHODS IN THE GOVERNMENT MANADMENT OF AGRICULTURE

M.BESCHASTNA, assistant, Department of Extension Service, *National University of Life and Environmental Sciences of Ukraine*

The article analyses the main methods of management personnel is represented in the works of domestic and foreign works, are allocated to the social aspects of regulation and impact on the achievement of efficient use of labor potential of the company. Examines the socio-psychological methods of management and submitted their detailed classification . Conclusions are made about the need for a new vision of the role of employees in the activity of the agricultural enterprises and search methods, and strengthening their capacity.

Keywords: control, management, socio-psychological methods, methods of social, ethical methods, psychological methods.

The problem formulation. Historical experience and modern practice suggests that no system can operate without control. However, today the problem of insufficient study of peculiarities of social-psychological methods of management by the personnel of the enterprise, and cultural organization.

Analysis of the last researches and publications. Socio-psychological methods of management are reflected in the scientific works of I.S. Zavadsky, A.D. Guzinski, A.S. Chemerys, the F Krapivka, N.V. Onischuk, F.I. Hops, G.V. Shchekin and other.

The formulation of the objectives of article (problem). The main objective of the agriculture Department is that the control methods to provide favorable conditions for functioning and development of agriculture, to do this,

determine methods of management and to identify socio-psychological methods in the system of human resources management in the organization.

The main material. Market conditions provide for a competitive production, which is the result of advanced technology and efficient management. Such control is possible only under condition of perfect and rational methods of management.

All set of specific techniques and ways of implementation of control functions, aimed at the achievement of this goal is control methods. Management methods testify however, as the organization carry out its tasks in the sphere of management. Given this, some scholars define the method of management as a way of realization of its functions, the levers of Executive authority on the control objects [1].

The basic methods of management, based on the content and nature of the impact on the control object that implement the goal, according to generally accepted classification are: the administrative (administrative, economic, socio-psychological.

Socio-psychological methods are associated with conditions of work, living and leisure of people, providing them with social services, involvement in the process develop public and political activity. They include measures of education, the clarification and promotion of the objectives and content management, accounting psychological features of character and orientation.

Socio-psychological methods are associated with conditions of work, living and leisure of people, providing them with social services, involvement in the process vladovo, develop public and political activity. They include measures of education, the clarification and promotion of the objectives and content management, accounting psychological features of character and orientation. Socio-psychological methods of management in content are classified as: social, ethical, psychological.

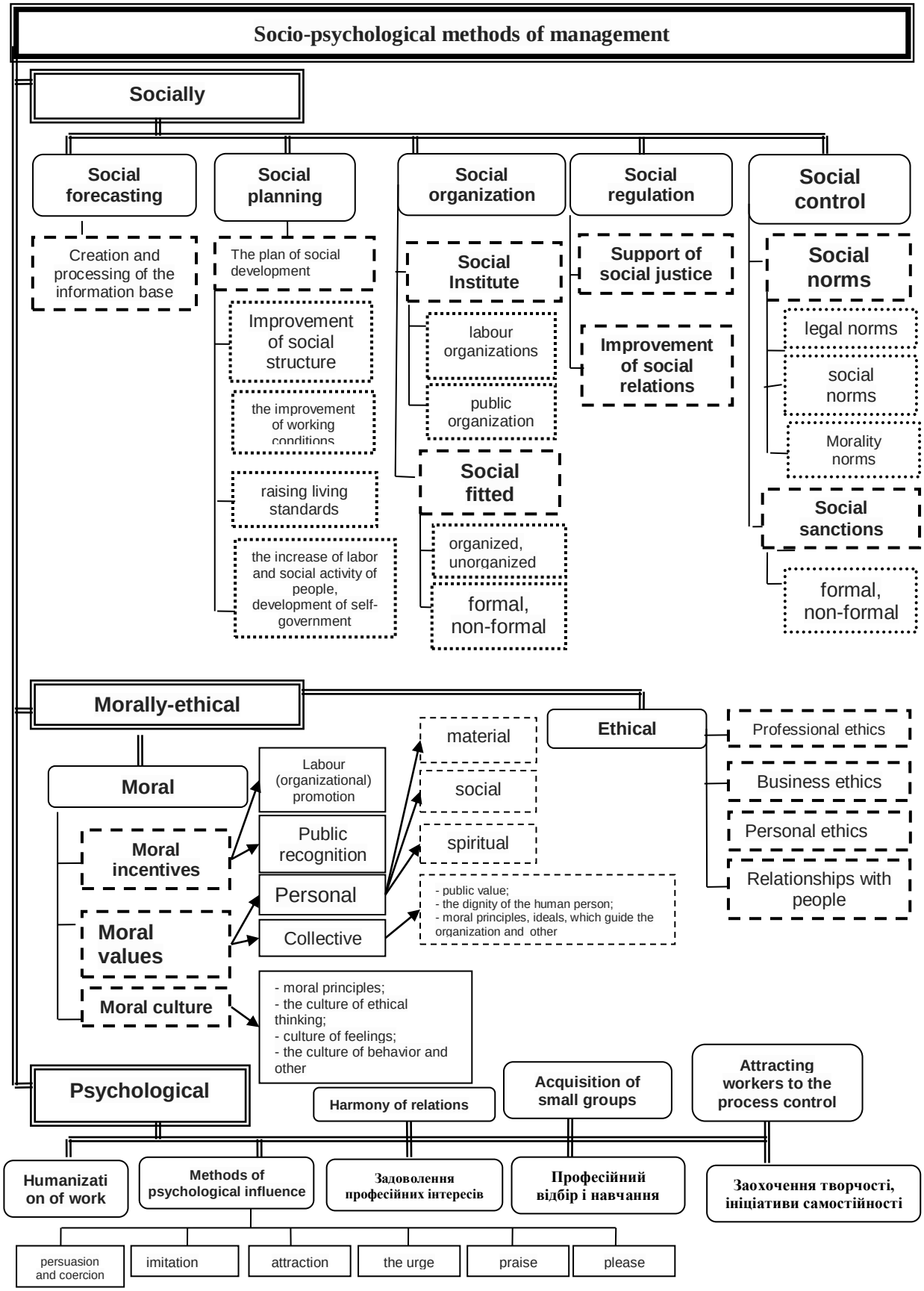


Fig. – 1.1 Classification of socio-psychological methods of management

Social methods allow you to set the destination and place of staff in the team, develop leaders, and to support them, to tie the motivation of the employees with the final results of the enterprise activity, to ensure the development, use of effective communication and conflict resolution in the team, the formation of socio-professional groups, turnover of staff, a regional movement of labour, etc.

Social management methods include: social forecasting and social planning, social norms, social regulation and social organization, social control.

At the present stage of development of social systems is a noticeable tendency to increase the role of morals and standards, developed by public organizations and, accordingly, to the gradual reduction of the scope of legal methods of state control [3].

One of the important methods of this group is to moral incentives, which used to encourage as entire communities and individuals that have achieved high indicators in production activities. To moral incentives include: labor or organizational incentives - employee behavior based on measuring his feelings of job satisfaction, assumptions availability creative elements in the work; stimulation governing the conduct of the employee on the basis of the expression of public recognition - awards, placing pictures on the Board of honour, praise and criticism, and other [4].

Psychological methods represent specific means and methods of influence on process of formation and development of the collective, which consists of formal and informal groups, relationship, social needs and other social-psychological factors, as well as on the processes that occur in it [5]. Psychological methods include: humanization of work; methods of psychological influence; satisfaction of professional interests; professional selection and training of personnel; acquisition of small groups according to the criterion of psychological compatibility of employees; establishing harmonious relations between managers and subordinates; attracting workers to the management process; encouraging creativity, initiative, independence.

Conversion carried out in recent years in the crucial sector - agriculture does not yield the expected results. Almost no social direction of reforms, ignores the needs and

interests of working people - the main productive force of society. Manifested negative phenomena, among which one should highlight the decreasing prestige of agricultural labour, a significant decline in agricultural production, particularly of livestock very low yield of peasants. The recession, the reduction in the employment of the rural population has aggravated problems of rational organization of work and payment. Among them a special role is played by social and psychological factors, which are directly connected with the person and reflect her personality and labour behavior. These include motivation of labour activity of agricultural workers, attitude to work, their labour relations, incentives, labor adaptation, career guidance [2].

The modern period in the country's agriculture is characterized by the restructuring of the economic system, and these transformations require fundamental changes in labour, economic, social and other relations. On rise of economic development and Ukraine's entry in this market environment, the problem of motivation becomes most acute. Work motivation is a process of encouraging individual worker or group of workers to high labour productivity. The basis of material motivation in public (collective) distribution of material wealth is the salary is based on its reasonable organization. All of this encompasses a wide range of human relationships in the course of his employment behavior and social life [2].

Conclusions and recommendations for further research.. The variety of methods of personnel management and enhance their capacity on the one hand gives considerable results, and on the other, creates a number of new administrative problems, for not give the standard schemes of action in different situations and specific binding of each method to the task. Highly qualified Manager must be able to choose those methods that will be most productive in a certain environment and for individual employees. In addition, the end result largely depends on how the Manager was able to recognize the obvious and latent ability of their employees and gave each of them to participate in the activities of the enterprise. So, the modern HR management process includes a complex of mechanisms, organized around the interaction of workers,

activation of creative potential of the staff, the integration of its efforts on the achievement of objectives, and to the work of agricultural enterprises was effective need to recruit workers to work and resolve issues related to it, it is necessary to encourage staff to achieve maximum results and to look for new approaches to increasing productivity and career growth of employees.

References

1. The conference of administrative reform in Ukraine / State Commission on carrying out in Ukraine of administrative reform. K.: Center for political and legal reforms; development Center Ukrainian legislation, 1998. 62 S.

2. Kulikov G.T. Motivation of employees. K.: the Institute of Economics of NAS of Ukraine, 2002. - 339 S.

3. Malinovsky WA State management: Training manual. - M: Ed.-ed. CTD. “The Tower Of The Ox. state University to them. Lesya Ukrainka, 2000. - 558 S.

4. Management Handbook C. agricultural production, L. D/ Zalevskogo. K.: Crop, 1981. 184 S.

5. Oginsky A. M. National system of agriculture: introduction in the General theory and practice of public administration. K.: IAE, 1999. - 365 C.

GREEN TOURISM AS A SPECIFIC DIRECTION TUROPEREYTYNHU

M.V.BESCHASTNA assistant, Department of Extension Service. National University of Life and Environmental Sciences, Ukraine

There is meaning of the term turopereytynhu in the article. The place turopereytynhu infrastructure in the tourism industry, and rural green tourism singled out as a specific area turopereytynhu.

Keywords: turopereytynh, tourism industry, infrastructure truism, agricultural green tourism.

In a market economy functioning and development of the tourism business is largely dependent on the quality and level of service of tourists and this should be the main objective of the tour operator companies and a network of travel agencies.

The study of theoretical dads practical aspects tuopereytynhovoyi activities engaged in by such scholars in particular, E.N. Ilyin, E.V. Ahamyrova, V. Harabovchenko, D.S. Ushakov et al. however, there is a number of current issues regarding the interpretation of a single category of "turopereytynh" and its role in the green tourism.

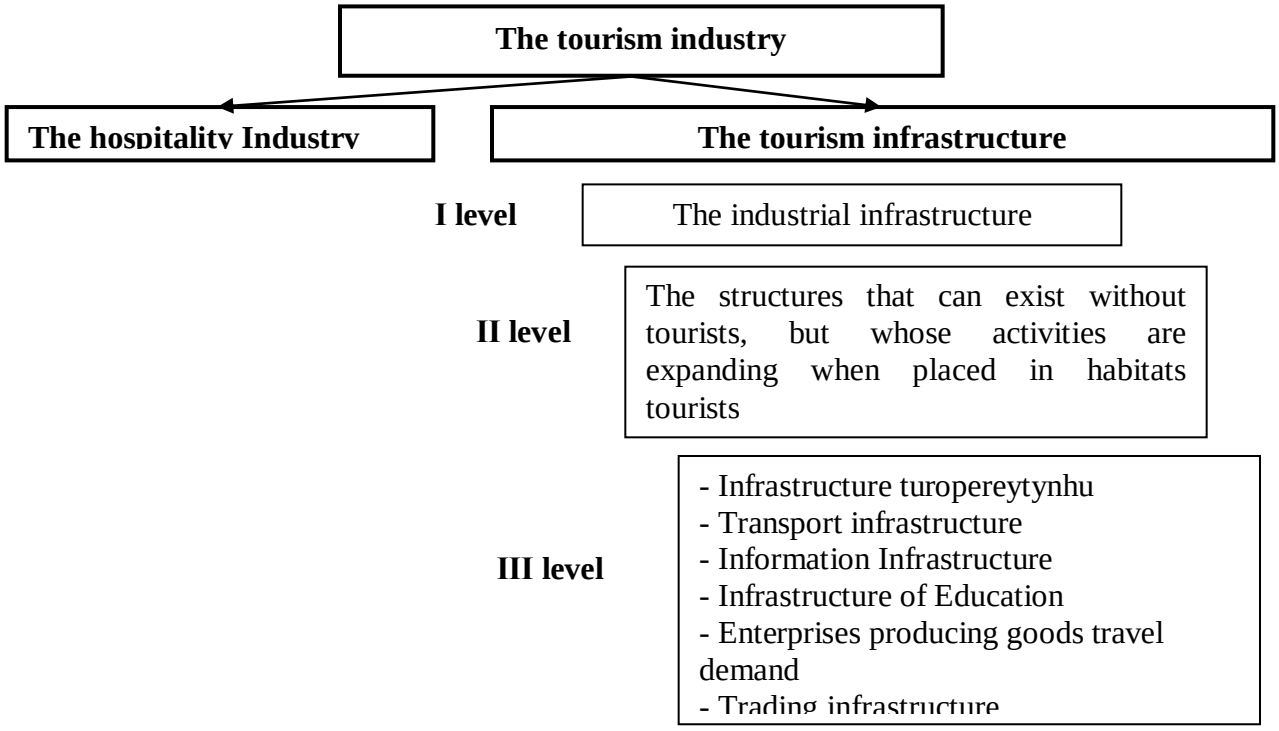
The purpose of the article – a synthesis of theoretical positions and interpretations of the essence of the category "turopereytynh in rural green tourism".

Formation of Market Relations in Ukraine , economic crisis requires restructuring of the national economy , changes in traditional proportions between sectors. Priority development with the need to obtain not only industries whose products will meet the needs of people , but also non-productive sphere . Most developed countries have already passed this way. In recent years, as expected have become information that tourism income ranks third in the world behind the oil industry and arms trade in economically developed countries. Therefore, the Government of Ukraine has declared tourism a priority of the national economy , as the tourist industry is one of the most profitable and shvydkookupnyh businesses. Recognition of the role and place of Ukraine in the global tourism community was her

election to the Executive Council of the World Tourism Organization – the governing body of the institution , the structural unit of the UN. This will allow our country increasingly integrated into international tourist space and facilitate the development of Ukraine in various types of tourism , improve the economic efficiency and the social direction of the industry.

Category "turopereytynh" appeared in the national lexicon, most recently in 2001, after the publication of EN Ilyina "Turopereytynh: organizing activities." Where turopereytynhu given the following definition: "involvement in the sphere of tourism service organizations, enterprises and firms providing services and accessories of such services a variety of themed tours". [1]

However, a more precise definition of this category should be allocated turopereytynhu place in the tourism industry , which is a set of existing structures and networks of production , social and recreational use for the operation of the tourism industry. Tourism infrastructure is an integral part of the tourism industry, which included two selected items. The first element – the hospitality industry, which includes companies that provide services for accommodation and food. The second element of the tourism industry is an infrastructure component, which is a three-tier system. The first level of tourism infrastructure an industrial infrastructure – a set of existing structures, buildings, transport networks, systems that do not directly belong to the production of tourism products (as opposed to structure the next two levels), but necessary to the provision of tourist services : transport , communications, energy , utilities, finance, insurance, security. The second and third levels of tourism infrastructure form the companies and organizations that are directly involved in tourism activities and tourism product formation. The second level includes the structures that can exist without tourists, but whose activities are expanded when placed in habitats tourists. This enterprise car rental, taxis; cafes and restaurants; sports clubs , museums , theaters and cinemas , exhibition halls, circuses , zoos , casinos , etc. (Fig. 1).



Rice. 1 – Place turopereytynhu infrastructure and tourism industry.

So we can say that turopereytynh is part of the tourism infrastructure and participates in the planning, development, promotion and implementation of the tourism product.

One economic activity is turopereytynhovoyi tour operators. Travel agency engaged in a tour based on contractual relationships with service providers and in accordance with existing travel demand. It develops hiking trails, is a program service of tourists and organizes a range of measures to promote and sell tours. Tour operator in most cases acts as a wholesale buyer of accommodation services , transport services , meals, recreational activities and more. As a result, it has group rates for these services, which are much lower than the individual retail prices. Thus, visitors can gain a significant advantage by buying a round tour operator , rather than engaging in unauthorized turopereytynhom .

Touroperators by activity fall into the mass market operators who sell tours that include airfare charter flights to the most visited places; specialized operators that work on a specific geographic area, or in the same market segment.

Touroperators occupy a position between individual providers of services for tourists and travel agencies and tourists. In fact, they not only meet the tourist demand, creating a proposal - Tours, but also affect the formation of demand, by promoting new areas of travel and tourism services forms.

One of these specialized areas of tourism services serving rural green tourism, which is a new type of business for domestic travel agencies. This segment of the tourist roar appropriate for experienced tour operators who have effective operating time , experience, and reserves management and marketing through the potential problems of tourist service on the route and beyond . For rural green tourism - a specific form of recreation in private households in rural areas of property and labor resources of the subsidiary , or the subsistence farming , natural and recreational features and areas of cultural, historical and ethnographic heritage of the region [2].

Users of this type of service in most cases serves urban tourist who prefers outdoor activities in the field of eco- friendly environment, as well as seeking opportunities for cultural enrichment and self-education. To meet such needs Ukraine has a very large tourist and recreational opportunities. Almost 15 % of a resort , recreational areas , mountain and coastal landscapes , Dnieper green areas where beautiful healthy air , clean rivers, mountain areas, where the preserved national traditions , folklore, museums, churches and other beautiful architectural monuments. Historically, more than 500 settlements that have unique historical and cultural heritage. Protected by the state about 30 national and regional parks and estates prominent figures of Ukrainian culture. We highlight the medical resources - more than 400 mineral springs and more than 100 deposits of medicinal mud , plenty of which are unique not only for Ukraine but also for Europe [3].

Conclusions. Ukraine , with its numerous historical and cultural values , unique recreational resources , can achieve significant economic impact on the tourism business . While in developed countries, this sector has turned into the tourism industry , the Ukraine makes the first steps in this direction. Rightfully noted that infrastructure specialists turopereytynhu their skilled activities can rural green tourism in Ukraine make attractive not only for the domestic user , but also for citizens of other countries , and this may be an additional income for the villagers as well and according to the state budget of Ukraine.

REFERENCES

1. Ylyna EN Turopereytynh: Organization activities. / Tutorial. Moscow: Finance and Statistics, 2005. - 480 p.
2. [Electronic resource]. - Mode of access: http://tourlib.net/statti_ukr/byrkovych.htm
3. [Electronic resource]. - Mode of access: http://www.magazine-rest.in.ua
4. [Electronic resource]. - Mode of access: http://mincult.kmu.gov.ua/mincult/uk/publish/article/183838
5. [Electronic resource]. - Mode of access: http://bib.convdocs.org

HISTORY AND DEVELOPMENT OF INFORMATION AND CONSULTANCY SERVICES IN THE WORLD

M. F. Bezkrovnyy

Information and consulting activities in the agricultural sector of our country today is at the stage that can be characterized as a period of development. Despite the fact that the work on the creation of information and consultancy services APK is already more than a decade, is still being heated debate about their mission, the role of the agricultural sector and rural areas.

The purpose of the paper is scientifically dosliddzhenni history of information and consultancy services in different countries, the evolution of their functions and tasks at various stages and ways to predict its future development. Working with spreading agricultural knowledge has a long but often unlocked story. Information and advisory activities (SRI) - a social phenomenon , an important force in the development of agriculture. It originated , changed, prystosovuvalasya to the conditions of the world for centuries. The history of its development with almost four thousand years, although the formation of the modern form largely occurred in the last two centuries .

To date, the system of distribution of agricultural knowledge and expertise involved hundreds of national and international organizations engaged in various activities , which sanctioned and legitimized the governments of most countries of the world. The efforts of these organizations and their staff aimed at increasing opportunities for people living in rural areas and engaged in agriculture to adapt to changing economic , social, political and environmental conditions of the environment, taking into account the basic needs of the population worldwide.

In Ukraine, an organization that works with the spread of agricultural knowledge and experience is called Information and Consulting Service (ICS) or advisory service. However, in most countries for the title of such activities and organizations commonly use the term " ekstenshen ." In English «extension» - enlargement , extension, distribution. The emergence of this concept belongs to the second half of the XIX century, when the term " ɔkstenshen " understand the

development of the education system in England. In the years between the oldest universities in the UK (Oxford and Cambridge) discussion arose as to how they could contribute to meeting the educational needs of the rapidly growing urban population (caused by the rapid development of industrial production). University teachers began to read lectures open to the public .

First , the subject of these lectures was extremely diverse , from social issues to questions of literature and art. Later , in the late 90s of the XIX century, the lectures in the rural areas of the country became predominant agricultural topics . This activity is actively developed, has become increasingly popular among the population of England and later in the United States. However, the use of the term " экstenshen " for its designation and is still continued . To date, under the Agricultural Service " экstenshen " means a service which employees contribute to rural residents in identifying and analyzing their problems, forming opinions, making and implementing decisions by providing them with the necessary information and promotion of innovation to improve the quality of life. The origin of the main forms of information and consultation activities and bring useful information to farmers has a long history.

The first example we meet back in Mesopotamia, where archaeologists found clay tablets that belonged to 1800 BC, which was written recommendations for irrigation of crops , as well as measures to combat rats. These tips are an essential tool for reducing losses from reduced state tax revenues derived from the peasants. Some Egyptian hieroglyphs on columns also provide useful tips to prevent yield losses of crops from awash with floods of the Nile . The emergence of written language was an important factor in the development of activities for the dissemination of knowledge in the field of agriculture. Although only some of the ancient writings have survived , we know that the earliest ones were written in ancient Greek and Phoenician. Later , some of them have been rewritten by Roman authors. Some Latin letters , created from II century BC in IV century BC describe practical advice on farming. They compiled and distributed to the landowners of the Roman Empire in order to help them maintain and improve their income .

Around the same time in China as early emerging forms of educational activities . Since VI century BC taken care of the state was to increase income landlords and tenants of their lands . They used advanced (for the time) technology, which reduced the tax burden , work began on the organization needed to improve agricultural research and to the dissemination of their results to the public , landowners recommendations how to improve their well-being by increasing the level of agronomic knowledge. In the reign of Sui and Yuan dynasties (960-1368 years) has developed a system of government in which a key role to play local authorities. It is possible to improve begun earlier research work and expand it , which resulted in the active development of sericulture in China. The invention of the wooden printing plates facilitated the wide dissemination of written guidelines that form gradually gained practical benefits for farmers. In the later Ming Dynasty (1368-1644 years) and Qing (1644-1912 years) in China from time to time there were threats of hunger due to significant growth in population. As a result, intensified educational activities . The state was officially recognized the importance of well-coordinated work of dissemination of advanced methods and techniques of farming. Similar attempts to organize such work were in Europe. In the XIV century the Italian and French were translated texts of Roman authors drukarnytstvo . The invention of the printing press gave a powerful impetus to the development of printing. So the first book on agriculture appeared in the middle of the XV century. It was not only Latin , but also summarize the experience gained peasant farming. The successes of the natural sciences, which were developing rapidly over the next century , especially chemistry and plant physiology, expanded the applicability of scientific methods in agriculture. This work attracted the attention of the general public . Often this interest was based on the desire of landowners to find new ways to increase revenues from their own estates. However, some advanced scientists they were the main supporters of all kinds of agricultural clubs and associations. By the mid XVIII century this kind of association has been established throughout Europe and the beginning of XIX century and in North America.

The members of these associations were not only scientists and wealthy landowners (often aristocrats), but also to the farmers. At its regular meeting, participants shared their own ideas , new information, discuss the latest achievements of science and the possibilities of their application in practice. They were looking for an alternative to traditional farming methods using staging experiments demonstrate visual examples of scientific knowledge , dissemination of useful information, promotion of innovation. The outcome of these associations regularly compiled reports that through publications in newspapers brought to the attention of the majority. Through the activities of associations of agricultural research stations were organized everywhere , fields , demonstration farms, which were made on the basis of agronomic research and preparation of specific methods and techniques. Subsequently the opportunity to transfer accumulated knowledge teachers of agricultural schools, which teach everyone the basics of farming. However, the study of agricultural schools could not all . Typically , these were young men from a wealthy family , who later became managers of estates of large landowners. For the bulk of the peasants advances in science were not available.

Needed other, more effective ways in which peasant majority could obtain the necessary information , tips and incentive to use innovation in their daily activities. To make this possible , required by people who are moving from place to place, could meet directly with farmers in their territory , instruct , advise, advocate new techniques, discuss them with the public. So in 1837, in France, was appointed the first " itinerant teacher of agriculture ", whose duties also included above . In the 40s of the XIX century, these teachers appeared first in Germany, then in most of Western Europe and North America. " Traveling Teachers " were special servants whose work is largely funded by the state. Sometimes they are united in the same wandering " of the Department of Agriculture ," led by professors were local agricultural education. Often, however, the functions performed by itinerant teachers, not professors and teachers , and a well-trained and knowledgeable people who are invited local agricultural associations and local authorities for temporary teaching and counseling. Since the advent of the post

itinerant teacher begins a new stage in the development of information and consultancy activities . All subsequent steps were carried out and measures have the support of the state and often from their initiatives.

Working with the spread of advanced agricultural knowledge and experience becomes part of public policy in most developed countries at that time. It appears this is a prerequisite for the creation of an information and consulting service in its current form , the selection of this type of work as a separate activity. First Information and Advisory Service of the modern type was created in the mid- XIX century in Ireland.

The central authorities have been established positions itinerant teachers , to those conducted outreach to farmers . Financing of the activities carried out by half by landowners and charitable donations, and the remainder coming from state-controlled funds. Decades later, a similar system began to develop in the states of Germany. Typically, these field teachers spent the summer half of the year traveling around the areas included in the scope of its services , talking to farmers by organizing a demonstration . The residue , they taught the children of farmers in agricultural winter schools. Although officially they were part of agricultural associations, their work is largely supported by state funding . By the end of XIX century similar services were created of Denmark (1870), Italy (1886) and the Netherlands. They were followed by other countries - Switzerland , Austria-Hungary , Russia. Development of agricultural education, overall growth in educational activities in continental Europe affected the deployment of such activities in the UK. Since the late 80s of the XIX century, the country has adopted a set of laws that define the nature of the service. These acts were obliged local authorities to create each county Agricultural Council (Committees) to promote technological innovation to promote the development of agricultural education, to allocate funds from local budgets for this purpose.

Thus , education of the rural population has become one of the functions of local authorities, their staff included officials whose task was to coordinate agricultural county. By means of local government activity subsydiyuvalasya

mobile agricultural schools and individual teachers traveling . Thus, by the beginning of XX century, information and consulting services were established in almost all European countries. They become part of the public administration and education.

The success of the services in the spread of agricultural knowledge and experience in Europe has stimulated the development of such activities in the United States and Eastern Canada, where agricultural establishments and itinerant teachers have become commonplace in the XIX century and maintained (including financial) of the states and provinces. However, a crucial role in the development of information and consultancy services in the United States does not belong to them. In 1862 , when there was civil war , President Lincoln signed the so-called I-AND Morrill Act , which was the beginning of the creation of colleges ' agricultural and industrial arts "in the northern states. This act have installed the terms of each state grant in the form of a piece of land (alienated from federal lands in the amount of 30 000 acres), or equivalent, for the establishment of colleges (they were called land-grant colleges, and later land-grant universities). And in 1890 , has been accepted and II- Morrill Act , and land-grant colleges were established in the southern states of North American . In 1887 under the Hatch Act , agricultural colleges were not only educational institutions, but also research centers .

Around the same time there began a movement to organize short courses for farmers and their families. In the 60 years they have become very popular. They were held not only local agricultural structures, but also by the farmers and took place in a meeting with the teachers of agricultural education institutions within 1-2 days (and later longer). Short agricultural courses spread everywhere and became a national organization, supported and controlled by the federal government . However, the activities around land-grant colleges and agricultural courses were going hot discussions , which culminated in the adoption of the 1914 Smith- Lever Act . This act pawned Cooperative Service Экстеншен - trilateral cooperation of the federal government , state governments and local authorities of

the College of Agriculture . Information and Advisory Service U.S. initially was based on the adaptation of European experience .

At the same time, the country began organizing agricultural exhibitions, research stations in involving farmers had been using innovation in their daily practice. Conclusions Thus, at the beginning of XX century in most developed countries of the world has developed a modern system of information and consultation services for the rural population. The main condition for the formation of ICS - information on practical application of advanced methods based on the accumulated experience or derived from scientific research. Second - this information should be used in the training of professionals of agriculture, which will then be able to apply this knowledge in practice , to improve them and pass on to others . Third - there must be an administrative and organizational structure , in which could be carried out information and advisory activities. Fourth - the rights and responsibilities of organizations and individuals engaged in information and advisory activities shall be established by regulation or other document proving their competence . The fifth essential condition is the existence of the establishment of information and advisory services, including, as a preliminary (perhaps often unsuccessful) attempts to organize this kind of activity. In addition, the motivation for initiating this work can serve as a crisis , such as the threat of hunger, poor harvests, a sharp change in economic conditions. As already mentioned, at the beginning of last century, information and consulting services were in the formative stage. The scale of their operations were small, the limited scope of their work and contact with the villagers . Their creation process was often spontaneous, random, haphazard , even despite the fact that they were laid at the legislative level. However, in the XX century they have undergone many changes: the goal of expanded services , increased influence government agencies to content advisory work , the share of public funding. Employees of the ICS are better educated and more professional . In addition, the participants also varied information and consultation process. In the arena went completely new organizations began to provide similar services to the rural population :

commercial campaigns , trade unions, religious and charitable organizations , and others. As these services have grown and changed, they have become more bureaucratic , hierarchical structure appeared . The work of individual consultants must be managed and coordinated by someone as having multi intermediaries .

Conclusions.

Thus, at the beginning of XX century in most developed countries of the world has developed a modern system of information and consultation services for the rural population. The main condition for the formation of ICS - information on practical application of advanced methods based on the accumulated experience or derived from scientific research. Second - this information should be used in the training of professionals of agriculture, which will then be able to apply this knowledge in practice , to improve them and pass on to others . Third - there must be an administrative and organizational structure , in which could be carried out information and advisory activities. Fourth - the rights and responsibilities of organizations and individuals engaged in information and advisory activities shall be established by regulation or other document proving their competence . The fifth essential condition is the existence of the establishment of information and advisory services, including, as a preliminary (perhaps often unsuccessful) attempts to organize this kind of activity. In addition, the motivation for initiating this work can serve as a crisis , such as the threat of hunger, poor harvests, a sharp change in economic conditions. As already mentioned, at the beginning of last century, information and consulting services were in the formative stage. The scale of their operations were small, the limited scope of their work and contact with the villagers . Their creation process was often spontaneous, random, haphazard , even despite the fact that they were laid at the legislative level. However, in the XX century they have undergone many changes: the goal of expanded services , increased influence government agencies to content advisory work , the share of public funding. Employees of the ICS are better educated and more professional . In addition, the participants also varied information and consultation process. In the arena went completely new organizations began to provide similar services to

the rural population : commercial campaigns , trade unions, religious and charitable organizations , and others. As these services have grown and changed, they have become more bureaucratic , hierarchical structure appeared . The work of individual consultants must be managed and coordinated by someone as having multi intermediaries . In the last 25-30 years working ICS has become more diverse. In developing countries , the main aspect of the services remaining to provide the required volume of food production and poverty reduction. In developed countries, to farmers is another problem - excess production . They okazuyetsya strongest economic and political pressure , the purpose of which is to limit the volume of production. Also, these countries have problems related to environmental degradation caused by intensive farming . These activities have become central to the ICS. System Under the guidance of agriculture and the rural population continues to grow and change. Her story is not finished .

References

1. Alcanena N.V. Basic concepts of agricultural consulting : the manual / Under the editorship of V. M. Kosheleva - M: Agrokonsalt, 2001.
2. Carolco A.F. Agricultural extension service abroad: the stages and types of development:): Type. ICCA, 1999.
3. Posad A.P. Basics of consulting:): SU-HSE, 1999.
4. Gwyn E. Jones, Chris Garforth. Improving agricultural extension. - Rome: FAO, 1997

УДК 004.451.47

Improvement of legislation on granting of information-consulting services of agrarian educational institutions

M. F. Bezkrovnyy, PhD of technology, associate Department of Extension Service***, National University of Life and Environmental Sciences of Ukraine***, head of the Kyiv regional agricultural Advisory service ***National University of Life and Environmental Sciences of Ukraine.***

Analyzed the organizational forms of Advisory services. The author considers the ways of improvement of their work.

Keywords: organizational form of Advisory services, Advisory services, agricultural Advisory activities, Advisory services, higher agricultural education institutions.

The system of information and Advisory services to agricultural producers and the population is becoming increasingly important. Realizing the innovative, scientific, educational and social functions, combining science, education and agro-industrial production, it contributes to the development of the Advisory operations in Ukraine, acts as a catalyst of scientific-technical progress in agriculture, promotes the dissemination of new knowledge and is necessary in a modern socio-economic conditions.

An important step towards formation of a fundamentally new productive relations between agricultural producers and state authorities, management, agricultural science and agrarian education plays in the development of National consulting services in Ukraine.

The study of the question of increase of efficiency of activity of Advisory services dedicated to the works Aleksanova D S., A. Borodina, V.A Verby, V. M. Kosheleva, M.F. Krapivka, B. B. Makovetsky and other. Despite this, some aspects of this problem in the new economic conditions have not been studied enough and require further research.

The research is the scientific justification of the legislative regulation of

attraction of higher agricultural education institutions to the provision of socially-oriented Advisory services and certification of agricultural Advisory service in accordance with the requirements of the law of Ukraine “On licensing system in the sphere of economic activity”.

Historical experience shows that the main cause of consulting services in almost all countries there was a crisis in agriculture, when without state support it is impossible effective development of the branch {3}. And only after the state of information-consulting service makes its contribution to the stabilization of the economic situation in the sector and it takes decades), there are preconditions for gradual transition to reimbursement of the costs of Advisory services and private services. Active involvement of the state in the organization of agricultural contributes organized development of the methods of state control in conditions of reforming of agrarian sector and transition to market relations {1}.

The primary objective of the agrarian consulting services is the dissemination and introduction in manufacture of modern achievements of science, technics and technologies, as well as the provision of agricultural producers and rural population of consulting services in questions of management, marketing, application of modern technologies and development of social sphere of the village, raising the level of knowledge and skills enhancement profitable farming agricultural producers and rural population.

As is known, the system of agricultural consulting consists of informational, consulting, innovation and training subsystems. That is, we are talking not only about bringing information to the attention of the producers, but also the implementation of forms and methods of management and training activities.

The main task of adviser in the field of entrepreneurship - the help to the client in the implementation of innovations, in order to ensure the innovative development of its business. With the purpose of successful cooperation with agricultural producers of the advisers and experts-advisers should be able to organize the consultation process. But the level of professional training in the area of extension of our many specialists still insufficient. Today, therefore, it is advisable to organize the

qualification improvement advisors, and experts-advisers and to impose discipline on agricultural consulting in the curricula of preparation of students.

The experience of many developed countries of the world shows that in the beginning of formation of farming, when the farmer is not able himself to pay for the assistance it needs, need significant state support of the agrarian consulting{4}. This has occurred in the USA, Canada, Germany, the Netherlands and the UK. Over time, the peasant become richer and could himself to pay for the services. Consequently decreased the need for state support and began to occur private consulting firm{6}.

Most opportunities for the formation of the agrarian policy of the state should state the model of extension, and primarily the University, for which Advisory services are established and function as structural divisions of higher educational institutions. Such a classic state service model agrarian consulting is a service extensn USA. Federal law Smith about creating the service extensn, passed in 1914, began its activity on the basis of public state universities. Model land-grant: functions on the basis of partnership of universities, colleges, schools, research stations and offices in the districts of States{2}.

Central apparatus of the service is part of the Department of agriculture of USA (USDA) and works through the universities. The main function of the Central apparatus of the service extensn is to coordinate work of partners in different States of the country. A comprehensive group of experts at the Federal level, develop strategic plans of priority directions of activity: agriculture and environment, social and youth programs, etc.

The agriculture Department's contract with the University of the state, according to which the University allocated funds for the operation of the service, extensn. The universities decide on the Pro-rectors on extensn, with branch offices in educational and scientific activity, and an extensive network of offices for the implementation of the state programs extensn. University employees may engage in the activities of one, two or all three types: academic, research and consulting{5}.

Financed service extensn USA as from the Federal budget and the budgets of States and counties, has grants and sponsorship.

The service model of agricultural consulting on the basis of land-grant: universities involves close interaction with research organizations, state power and management structures, provides fast introduction of scientific developments and conditions for practical training of students. Of course, as with any model, the service extensn USA has its advantages and disadvantages.

The advantages include:

- the use of powerful facilities (classrooms, research and academic laboratories) and training-methodical base of educational institutions;

- the authority of the agricultural universities and close ties with their respective graduates;

- experience and highly qualified teaching and research staff of the faculties, chairs and laboratories;

- wide network of educational institutions, scientific, administrative, commercial and other organizations, as well as agricultural enterprises;

- significantly higher level of trust to the producers counselors, teachers and specialists of services, which are not directly related administrative apparatus than to the officials.

If Ukraine of the beginning of such a model, then the benefits could be attributed still and tax benefits, since the educational institutions do not pay VAT and are exempt from profit tax.

The disadvantages of such a model should include its dependence on the administration of the University with financial matters, unless it has its own settlement account and sufficient independence. But this disadvantage for Ukraine can be attributed to the same benefits as in the universities of Ukraine clearly exhaust control over the targeted use of budget funds. Other salient shortcomings, this model does not have.

It would be important, in the opinion of many specialists, if Ukraine in the beginning of formation gorodnitstva was established the state University model. But Ukraine has chosen another and not in the best way.

After adoption of the Law of Ukraine “On agricultural Advisory activity” were

created agricultural Advisory service in all oblasts and AR Crimea. But subsequent events have confirmed the bankruptcy of these Advisory services without the active participation of higher agricultural education institutions to provide efficient services to agricultural producers. The experience gained by the National University of bioresources and nature management of Ukraine in creation of regional Advisory services, has confirmed that, where there are no educational institutions, it is quite difficult to select personnel in Advisory services and to organize a consultation process. And this is the major reason, a network of agricultural Advisory services in Ukraine is underdeveloped.

Therefore, an important step in enhancing the effectiveness of Advisory services in Ukraine is legislative regulation of attraction of higher agricultural education institutions to the provision of socially-oriented Advisory services and certification of agricultural Advisory service in accordance with the requirements of the law of Ukraine "On licensing system in the sphere of economic activity". With this purpose it is necessary to make minor amendments to the Law of Ukraine "On agricultural Advisory activity".

Features, paragraph seven of article 1 of the Law of Ukraine "On agricultural Advisory activity" shall read as follows: "Agricultural Advisory service (hereinafter - Advisory service):

- legal entity, regardless of its organizational-legal forms of property, provides consulting activities, which included works not less than 3 advisers and which was registered in accordance with legislation and entered in the Register of Advisory services;

- higher agricultural educational institution, engaged in consulting activities, part of which has at least 20 advisers that passed registration in accordance with the laws and entered in the Register of Advisory services".

Such amendments to the Law of Ukraine "On agricultural Advisory activity" will allow to improve the legislative framework regarding the activity of the agricultural Advisory services and will give an opportunity to attract the educational institutions to the provision of socially-oriented Advisory services to legislatively

regulate questions of certification of agricultural Advisory service in accordance with the requirements of the law of Ukraine “On licensing system in the sphere of economic activity”.

If we leave the situation unchanged, this will limit the participation of agrarian higher educational institutions in providing Advisory services.

For the successful implementation of the amendments to the Law should:

- to develop a regulation on the certification of higher agricultural educational institution as Advisory services;

- to work out a mechanism for obtaining funds higher agricultural educational institutions in consulting activities;

- to create conditions for effective impact of agricultural education, science and gorodnitstva on agricultural production;

- to work out the mechanism of interaction of agrarian education and science with production through introduction of scientific developments in the activity of agricultural producers;

- to reduce the teaching load of teachers of higher agrarian educational institutions who on a regular basis providing Advisory services to agricultural producers and rural areas;

- to develop regulations for teachers of higher agricultural education institutions so that they can engage in the activities of one, two or all three types: academic, research and consulting.

It is clear that any innovation requires testing. Therefore, after the adoption of this amendment is necessary to work out such a novelty on the basis of one of the leading higher agricultural education institutions. So today in Ukraine there are national University of bioresources and nature management.

Since the adoption of this amendment to the Law “On agricultural Advisory activity” requires a long time, and the network of Advisory services in the Kiev region today is not sufficiently developed, at National University of bioresources and nature management of Ukraine the Kyiv regional agricultural Advisory service.

Conclusions

Adoption of amendments to the bill will promote expansion of the network of agricultural Advisory services and creating additional jobs in rural areas and reduce the burden on social funds. With increased revenues to local budgets for solving the problems of rural areas, which, in turn, will allow to more fully meet the needs of agricultural producers and rural population in consulting services. And agrarian higher educational institutions will have the opportunity to participate in tenders for the provision of socially-oriented Advisory services on the same basis under the order and conditions of conducting tenders for the provision of socially-oriented Advisory services approved by the order of the Ministry from 12.03.2008 № 135.

References

1. Alexanov D.S. To the question of partial self-financing of the agricultural extension // inform. bul. The Russian Ministry Of Agriculture. - № 7-8/00. - 42 C.

2. M.F. Bezkrovnyy, Organization of information consulting activity: Textbook. benefit-M: Caravel, 2009.-492 C.

3. Borodin A.N. Agricultural such activities and the problems of its staffing. K.: IAE UAAS, 2001. 72 C.

4. Verba V.A., Reshetnyak T.I. Organization of consulting activity: Textbook. the allowance. K.: Kyiv national economic University, 2000. - 244 S.

5. Information-consulting service in agriculture: Textbook. the manual / Under the editorship of V. M. Kosheleva. - M: Agrokonsalt, 2001. 348 S.

6. Krapivkao M.F. Information support of agricultural production of Ukraine in market conditions: the Monography. K.: IAE UAAS, 1996. - 160 C.

7. Posadskiy A.P. Basics of consulting // Higher. SHK. economy. - M, 1999. - 240 C.

UDC 332.3: 631.11

ORGANIZATIONAL AND ECONOMIC ASSESSMENT OF AGRARIAN FORMATIONS ON RENTAL BASIS FARMLAND

Bogach L.V., Ph.D., Associate Professor

National University of Life and Environmental Sciences of Ukraine

The article analyzes the organizational and economic characteristics and priorities functioning agricultural enterprise from renting farmland investigated trends and opportunities for further improvement of the land lease.

Key words: land rent, share, agrarian formations, land leases, rents.

One of the priority directions of development of land relations in the present context is the improvement of the lease. Lease relations is today an important part of the economic mechanism, which depends on the productivity of the farm. The organization of effective lease relations - a key task strategy development of the agricultural sector. Special attention needs to be more rational construction of the lease of agricultural land.

Analysis of recent research and publications. The issue of lease of land relations farms under study a wide range of national scientists : D. Babmindra , V. Budzyak , V. Halushko , J. Huculak , D Dobryak , O. Ermakov , M. Kalinchyk , S. Kvasha, V. Mesel - Veselyak , A. Miroshnichenko, L. Nowakowski , P. Sabluk , A. Tretiak , V. Trehobchuk , M. Fedorov, M. Hvesyk , O. Shkilov and many other researchers. Positively assessing the achievements of these scholars emphasize the fact that a number of issues concerning the formation and regulation of land relations lease agricultural enterprises due to the instability of the market environment in the country requires further in-depth study and solution.

The purpose of the article. Conduct organizational and economic evaluation of the functioning of agricultural groups from renting farmland and suggest areas for further improvement of the land lease.

The main material of research. Lease of land - a kind of contractual form of land use, the content of which constitute the string , paid the possession and use

of land for agricultural purposes within the limits set by law and contract , which involves the transfer of its own tenant who meets the requirements set out by law, to carry out most business and other activity using the natural properties of the land subject to their management. It should be noted that the development of the lease of land relations in agricultural enterprises affected by the following factors: physical, organizational, political, and economic (Fig. 1).

Note that the newly created agricultural enterprises engaged in market orientation in agricultural production under the lease of land relations. Lease relations in the agricultural land in Ukraine began to develop rapidly since the beginning of sharing lands of the former collective farms. Now firmly established specific approaches for their implementation, which appear in the definition and registration of lease terms , the procedure for collecting rents, legal strengthening of the rights and responsibilities of tenants (farms) and lessors (owners of land shares). However, not all of the features provided by law , are used in practice, which does not fully realize the potential of the lease . [1]

Thus , over the past twenty years as a result of land reform in our country almost formed a new land system : dissolved state monopoly on land; taken to various forms of land ownership; put paid land use; created the objective conditions for sales of land ; held royalty-free redistribution of land in favor of the citizens; create new agricultural farm market type.

Therefore, renting land in recent years, land reform in Ukraine has become a significant development . Particularly extensive development leases acquired in the agricultural sector of the economy due to the transfer of land to private property of the peasants. In agriculture, land lease relations are key elements in the formation of new economic conditions .

Retrospective of land relations shows that as a result of land reform in Ukraine , a new land system : abolished the state monopoly on land; taken to various forms of land ownership; put paid land use; created the objective conditions for sales of land; held royalty-free redistribution of land in favor of the citizens; create new agricultural farm market type. Committed to the study, the

analysis shows that the current major landowners and land users in the country are agricultural enterprises and individuals who have been granted the ownership and use of the 36.5 million hectares of agricultural land and including 30.9 million hectares of arable land, which is under 87, 8% and 95.2% of the total area of land. According to the State Committee of Ukraine (now Derzhzemahenstvo Ukraine) in 2012, the land owners had leased 19 million hectares or 72 % of the Distributed land. Today about 90 % of agricultural enterprises in the industrial activity using the leased land [2].

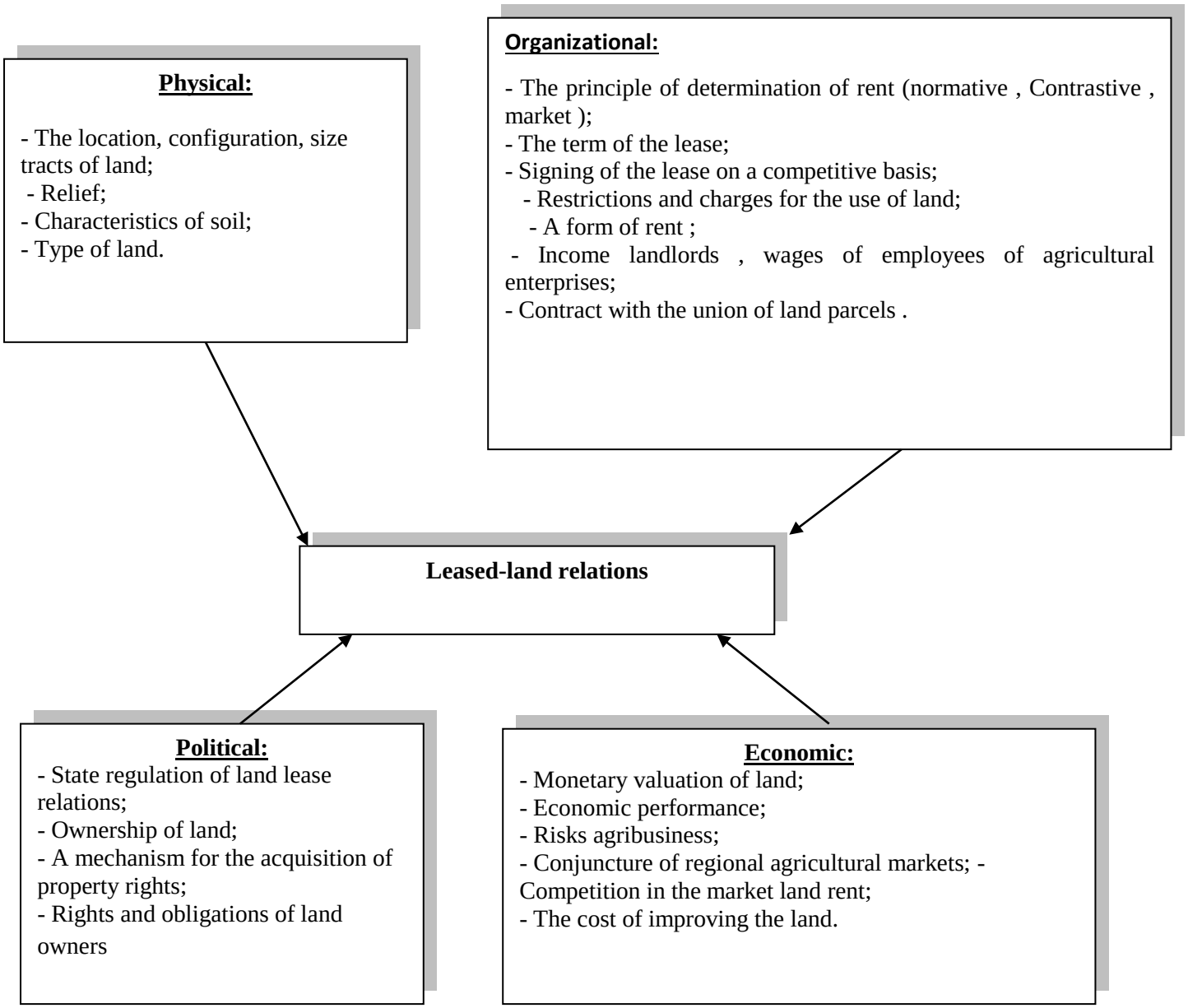


Figure . 1. Systematics of the factors influencing the development of land- lease relations in agricultural enterprises .

An important element of the lease of land relations is the term of the lease. As the national practice for the last six years, the most common term lease of land in Ukraine is 4-5 years. The results of the analysis in the Kyiv region in 2012 over 15 % of the contracts concluded for 1-3 years , 66 - for 4-5 years , 14 - 6-10 years and only 5% of them accounted for more than 10 years. This is not the best term of the lease and does not thereby preserving fertility or leased land or the stability of the economic activities of tenants. The best term leases of land (share) in our opinion should be equal to 8-10 years. This allows the tenant : zemlevporyadkuvalni conduct work; enter Rational crop rotation ; encourages investment in improving soil fertility and improve farmland increase the level of intensity of agricultural production; allows for the strategic planning of economic activity; expands the possibilities of mortgage lending operations, including the collateral right to lease land and thus promote more efficient use of land resources.

Enough of economic importance in the development of rental land relations should determine the form of rent for land shares. As for the types of rents , in Ukraine still prevails in kind, though in recent years the trend has been to increase its cash. Thus, in 2012 , natural (agricultural products) form of rent was 81 % , the money - 17%, the labor (service) is only 2 percent. In Kiev the total payout in 2012, according to the signed lease contracts is UAH 301.8 million. In general, land owners have entered into more than 250 thousand of leases of land in the area of 778.12 hectares , including 138.1 thousand contracts with farmers - pensioners.

Last year, tenants of land shares settled with the owners of shares: cash - 95.3 million UAH, natural - 201.2 million UAH, the labor - 5.2 million [3].

According to the Decree of the President of Ukraine lower limit of the ground rent should be at least 3% of the normative monetary land valuation . However, in the Kyiv region in 2012 , the number of rental contracts with the level of 3 % or more is only 22 percent.

The study of influence factors on performance indicators on leased land in farms Kyiv region revealed the relationship between the monetary value of land , and hence the quality of the land, and the level of payment for 1 ha of leased land.

When low quality land rent is 430 UAH, and with the highest quality land – 679 UAH. This is confirmed by the data carried out by grouping farms Kyiv region monetary evaluation of 1 ha of agricultural land (Table 1).

Table 1

Dependence of the rent of the monetary value of agricultural land in Kyiv region enterprises *

Group companies for monetary evaluation of 1 ha of agricultural land, UAH	The number of households in the group of households	Monetary valuation of 1 ha of agricultural land, UAH	The rent for 1 ha of leased land, UAH	The area of agricultural land, ha	including leased	The share of rented land,%	Share of the group in the area of agricultural land,%
To the 11000	63	9483	430	83,6	78,6	94,1	8,4
of 11000 to the 20000	86	17519	552	255,7	252,0	98,5	25,7
of 20000 to the 24000	179	22460	679	287,9	277,3	96,3	29,0
more 24000	173	25328	737	366,1	343,6	93,9	36,9
by region	501	21115	646	993,3	951,5	95,8	100,0

* Enterprises engaged in agricultural production.

For the purpose of a thorough study of the problem formulation and regulation of land relations lease agricultural enterprises had the effect of various organizational and economic factors on crop production . Correlation-regression model dependence of gross crop production from 1 ha of agricultural land (y) of factor variable has the form of formula (1):

$$Y = 299,457 + 1,170x_1+1,676x_2+0,288x_3+0,517x_4 +17,403x_5+7,992x_6, \quad (1)$$

where x_1 - the cost of seed per 1 ha of agricultural land, UAH; x_2 - labor costs per 1 ha of agricultural land, UAH; x_3 - the cost of fertilizer per 1 ha of agricultural land, UAH; x_4 - amortisation charge for 1 ha of agricultural land, UAH; x_5 - grain yield , kg / ha ; x_6 - the proportion of grain in the structure of commodity products per cent.

The results of the analysis determined that the degree of closeness of the connection between studied traits are high because multiple correlation coefficient

is 0,847 . As the coefficient of determination , the level of gross crop production per 1 ha of agricultural land (Y) to 71,7 % due to the variation of the six subjects factor variable , including 19,5% of the cost of seeds (x_1); 27,5 % of labor costs for 1 ha (x_2) , up 5,8% on the cost of fertilizers (x_3); 7,2% of the cost of depreciation (x_4); 6,1 % of the increase of grain yield (x_5); 5,6 % of the share of cereals in the structure of commodity products (x_6).

Parameters obtained equation correlation and regression communication show that: with the increase of 1 ha of agricultural land costs for seed, labor , fertilizer , depreciation of hrn 1 gross production of crop production per unit area increases , respectively, 1,17 ; 1,68 ; 0,29 and 0,52 UAH. The increase in grain yield of 1 t / ha and the proportion of grain in the structure of commodity production by 1% leads to an increase of gross crop production from 1 ha , respectively, 17,4 and 7,99 UAH.

The thesis also shows correlation- regression model depending on profits from the sale of crop production on 1 ha of agricultural land of the factors which has the form of formula (2):

$$Y = 194{,}830 + 0{,}016\, x_1 + 0{,}349\, x_2 - 0{,}246\, x_3 \quad (2)$$

where x_1 - space for lease land , ha x_2 - Revenue from sales of crop production from 1 ha of agricultural land at current prices, UAH; x_3 - the cost of crop production per 1 ha of agricultural lands UAH.

As a result of this model made the following conclusions : First , with the increase of the area of leased land 1 ha and proceeds from the sale of crop production from 1 ha to 1 UAH profit per unit area increases by 0,02 and 0,35 UAH. respectively; Secondly , the increase in the cost of 1 ha of agricultural land of UAH. 1 leads to a decrease in income from the sale of crop production at 0,25 UAH. This can be explained by the fact that production costs are not reimbursed prices for agricultural products.

Conclusions and recommendations for further research. On the basis of these studies we can conclude that the problem of land reform in our country should decide not only towards forms of land ownership, but in the direction of

ways to use the land as an object of management and the creation of appropriate conditions for the involvement of land in market turnover including leasehold . Of particular note is the regulation of the state agreements lease of agricultural land , which enables to balance social and economic interests of the various subjects of land relations and sustainable land use in rural areas.

References

1. Ermakov O. The development of a regional market rent of agricultural land / O. Ermakov , A. Kravchenko / / Economy APC. - 2007 . - № 6. - P. 10-14.

2. Martyn A.G. Problems of leasing relations in agricultural land use / AG Martin / / Land management Gazette. - 2012 . - № 9. - P. 18-24 .

3. Rentals Land (shares) in 2012 in Ukraine : official data of the State Committee of Ukraine for Land Resources as of January 1, 2013 [electronic resource]. - Available with http://www.mylanl.org.ua.

4. On Land Reform : Resolution of the Verkhovna Rada of Ukraine of 18 December 1990year number 563 - XII / / known. Supreme . Rada of Ukraine (BVR). - 1991 . - № 10. - Art. 100.

5. Yurchenko AD On the introduction of agricultural land markets / A.D. Yurchenko / / Economy APC. - 2005 . - № 10. - P. 97-100 .

УДК 663/.664.8

COOPERATION IN MARKETING ACTIVITIES AS A TOOL OF IMPROVING THE FUNCTIONING OF HORTICULTURAL ENTERPRISES

Burlyai O. L., Associate Professor, department of economics
Uman National University of Horticulture
Kovalenko O. S., PhD student [*]
Uman National University of Horticulture

The problems and perspectives of development of the cooperative movement in Ukraine. Substantiated the possibility of creation logistic cooperative to improve the marketing activities of companies engaged in the production of fruits and berries.

Horticulture, cooperation, profitability.

Problem statement. One of the main instruments increasing production efficiency is price policy which is pretty much dependent of the logistic chain "producer-intermediary-seller-consumer." However, many scientists believe that the problem of marketing of agricultural products can be achieved by marketing cooperatives. Of course, every horticultural farm can deal with marketing of their products, but in most cases this prevents: inchoate sales infrastructure, inability to provide great great party of product and maintenance costs of the marketing department.

Analysis of recent research and publications. In researches related to the development of cooperation in Ukraine and worldwide were involved V. Mesel-Veselyaka, P.M. Makarenko, M.I. Malik, J. Hubeni, O. Makushok, L.A. Marmul et al. [3,3]. However, most of these researches paid little attention to the problem of cooperation in the field of horticulture marketing activities.

[*] Науковий керівник: Бурляй О.Л. – к.е.н., доцент

Research purpose is a justification of mechanisms for improving marketing activities horticultural products.

The main part of the research. Development of cooperation in agriculture is one way to increase the competitiveness of the agricultural production in a difficult economic situation. Particularly important is the establishment of cooperatives in rural areas, where the fragmentation of private farms and households impedes the development of the industry. Particularly important is the establishment of cooperatives in rural areas, where the fragmentation of private farms and households impedes the development of the industry. Farmers are not able to independently provide a complete workflow in horticulture because products they produce in most cases do not meet the standards of retailers. Only cooperatives allow individual peasant households to adapt to the market economy and growing really provide competitive products.

Ziggers and Trienekens develop a model of the factors that influence the success of a partnership. These include the context in which the partnership operates, the interdependence that exists among actors and the behaviour of the actors. In order to be successful, a partnership should have:

1) clear benefits for all participants;

2) a good strategic fit for the partners;

3) the involvement o f all management levels;

4) organizational flexibility.

With the exception of contract farming schemes, strategic alliances will most likely not occur between an individual small-farmer and a buyer. Most probably they will occur between a farmer organization (e.g., cooperative) and an agribusiness firm. Thus, small farmers have to cooperate first among themselves to achieve collective ventures, and then negotiate with other potential partners.

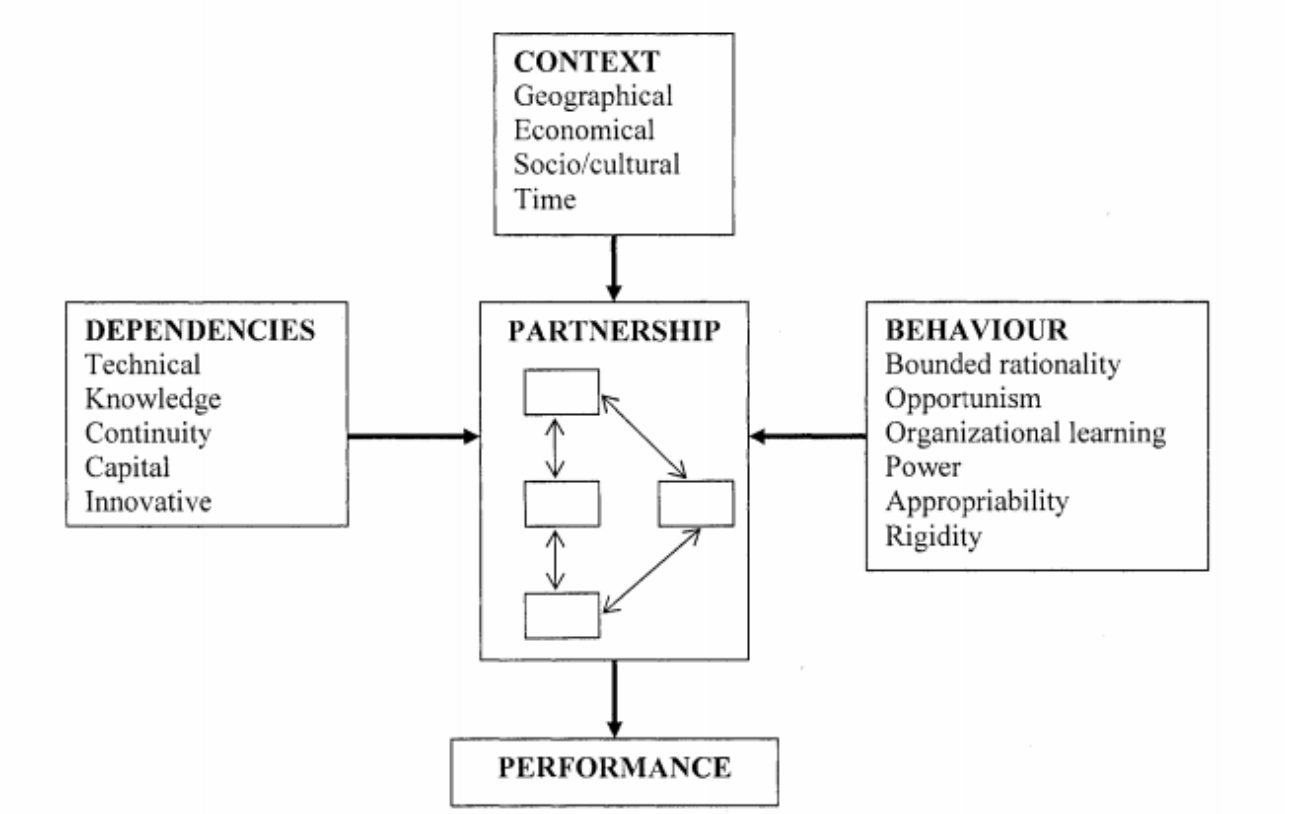


Рис. 1. A model of factors that influence the success of the existence of the partnership between producers of fruits and berries

Source: [3]

The first cooperatives were formed as centers of information exchange, the farmers were able to express their attitude to agricultural policy. However, over time the list of services provided by cooperatives has grown considerably. New Generation Cooperatives," have emerged especially during the last 10 to 15 years as an attempt to keep pace with these changes. New Generation Cooperatives are characterized by a farmer-owned closed membership and are focused on integrating production and processing activities.

We agree with the idea of the American economist Michael Gertler that cooperative - is «an autonomous association o f persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a joint-owned and democratically-controlled enterprise.» [3, c. 31].

We have developed a business plan for a cooperative that can provide storage and sale of fruits and berries for enterprises of various forms (Fig. 2). Aim of the project is to organize the logistics cooperative which would unite producers of high

quality, organic fruits and berries. Today on store and supermarkets shelves are mostly imported fruit, and in the markets - household products

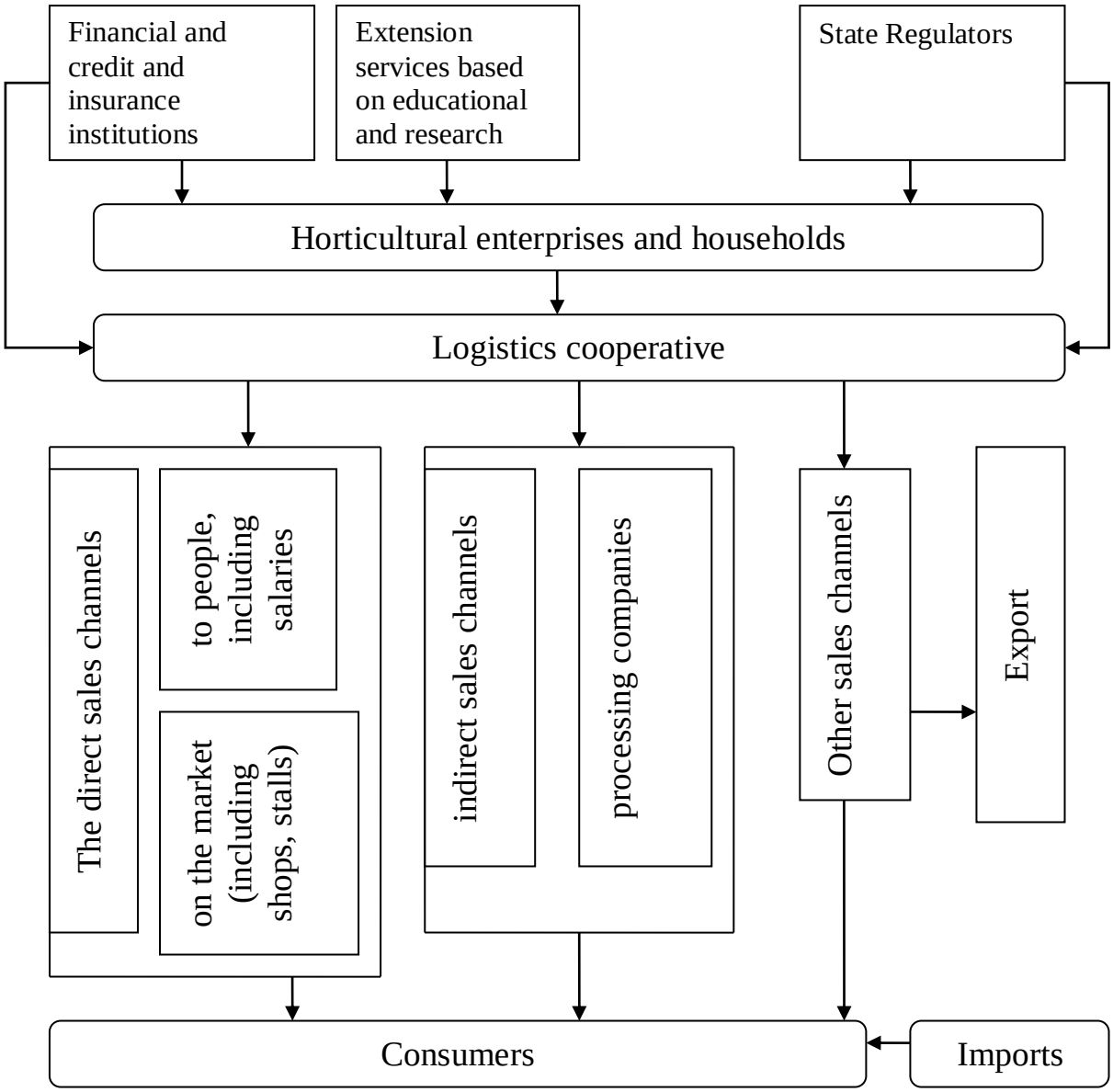


Figure. 2. Model of the Logistics Cooperative

Source: author's own

According to international experience, the greatest efficiency of fruits and berries production can be achieved only by selling to people high-quality fresh produce. In the past decade, Ukrainian preferred buying fresh fruits on the market. However, with the development of supermarket chains that currently exist, even in small towns, more and more consumers prefer to buy food in civilized point of sale. The project aims to provide access for small enterprises and horticultural farms to large retail chains.

For cooperation with retailers, the following mandatory conditions:

• deliver the goods all year round;

• large amounts;

• homogeneity of the party;

• quality packaging;

• delivery, storage.

Logistic cooperative is ready to provide these requirements. In the value chain cooperative takes two cells, as engaged in sorting, storage and transportation of produce grown by its members (Fig. 3).

Consider the advantages of logistics cooperative in Cherkasy region. First of all, cooperatives provide agricultural enterprises to join the bra nched vertically integrated agribusiness; gain access to a large market, using common assets; use common materiel and equipment; infrastructure and lessons learned; collectively engage in sales.

One of the biggest advantages of co-operation is that it allows farmers to occupy a market niche in the local food system and through a joint economic activity, improve agricultural production. Creating associations allow to organize sales of enterprise logistics system through a centralized cooperative. The result of reducing the number of intermediaries is to increase the income of the farmer. Consumers benefit from the proceeds of the guaranteed high-quality local organic produce.

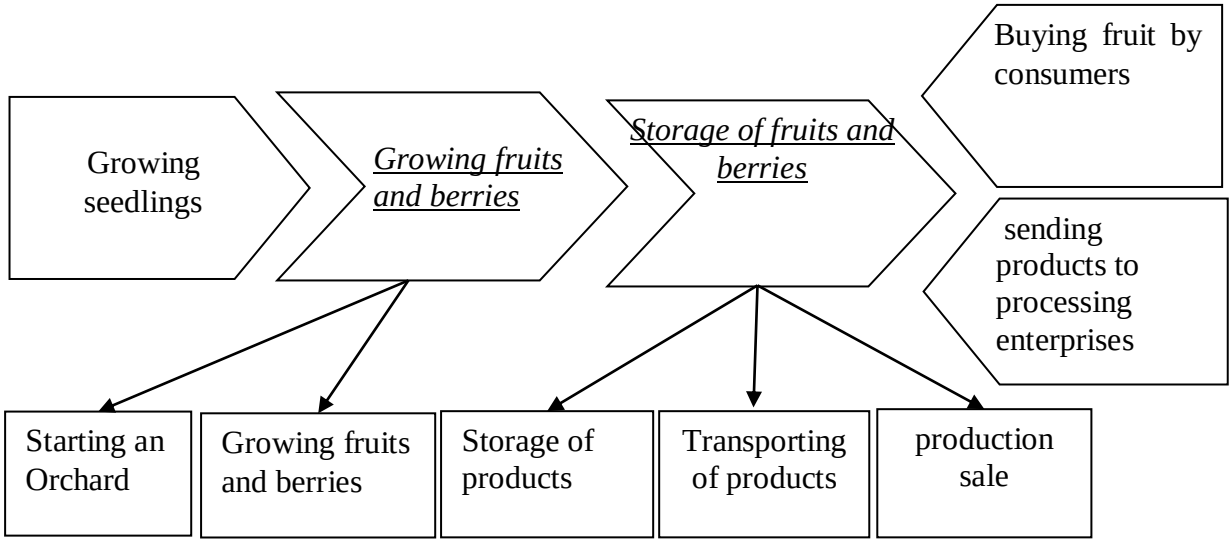


Fig. 3. Project in value chain

Source: Author's elaboration

Cooperatives have another advantage: the possibility of consolidation, which will combine performance and high levels of risk and uncertainty. In large groups, this risk can be divided. Thus, the differentiation of production programs processes of the foreign large corporations took place in areas with high uncertainty, which concerned the dynamics of demand influenced by technological progress and structural change.

Nikolai Gritsenko, deals with "The development of market infrastructure» USAID AgroInvest project analyzing the current situation in the agricultural sector of Ukraine emphasizes that "... every year is going to consolidate the business, creates multinational retailers, where the farmer of their products can not enter. Formes a rather stringent conditions of market sales, grows the number of supermarkets "[1].

Lack of cooperative movement in rural areas leads that farmers produce a significant amount of fruits and berries, but can not provide its sales. Therefore, the products of domestic households, we can see only at farmers market stall. Or worse, farmers try to sell fruits and berries along roadsides, in violation of any health standards and degrades the quality of products.

Today in the region there is a lack of capacity for storage fruits and berries. Most of the smaller farms and private farms do not have enough money to create a fruit storage. And the storage remain from the Soviet era, are in poor condition. More than half of them are in need of major repairs and renovations, installation of equipment controlled atmosphere. Because logistics cooperative should have a modern fruit storage with controlled atmosphere.

As long-term storage of fruits and berries in a controlled atmosphere is more effective than usual due to delay disintegration protopectin hydrolytic processes, resulting in the preservation of the appearance and quality of fruits and berries, reduce losses. Table 1 shows the comparison periods of storage of fruit and berries and fruits in the ordinary storage with controlled atmosphere.

1. The duration of storage of fruits and berries in different types of fruit storage

Type of product	Conventional storage	Storage in controlled atmosphere
apples	5 months	8-10 months
pears	2 months	5 months
grapes	3 months	6 months
peaches	5 weeks	10 weeks
cherry	10 days	32 days
blackberry	7 days	42 дня
strawberry	5 days	30 days

source: [6].

The method of storage of fruit in controlled atmosphere (CA) storage is based on the fruit storage at a relatively low temperature (0-4 ° C) in a gaseous medium depleted in oxygen and enriched with carbon dioxide. Widespread method due to its high efficiency. Practical experience shows that application (CA) allows to extend the shelf life of fruits and reduce the loss in weight (2 ... 3 times) without a noticeable decrease in quality. The success of storage of fruit in controlled atmosphere based on the appropriate regulation of post-harvest ripening process, thereby slowing down the aging of plant tissues, decreases lesion physiological and microbiological diseases, reduced losses. Fruits differ freshness, charm, richness, high taste and nutritional value.

Under this investment project provides for construction of multiple camera store, different capacity for storage of apples and frozen fruits and berries. The project involves the construction of fruit storage chambers 10 a total capacity of 1,200 tons (Table 2).

2. project Summary

Type of project	Start Up	
Location	Ukraine, Vinnitsa and Cherkassy region	
The project timeline	Project period	5 years
	Start of the project	1 quarter of 2015
	beginning of the project capacity	3 quarter of 2015
The project budget	Cost of the project	2345000
	Source of funding	Credit funds
Credit terms are	Loan funds will be directly involved in the amount of 2345.0 thousand U.S. dollars in 2016, a period of 5 years. These funds will	

	be used as an investment in fixed assets. Interest rate - 10%. On payment of the principal loan will have an extension. Payment of loan and interest thereon begins in January 2017 and on a monthly basis.	
The efficiency of investment return on the project	The payback period	3,90
	The net present value (NPV)	241093
	The discounted payback period (PBP)	4,54
	The internal rate of return (IRR)	15,3%
	The Modified Internal Rate of Return IRR (MIRR)	12,4
	Discount rate of investment costs	10%

Source: author's own

According to our calculations, capital investment in the creation of cooperative fully repaid in 3.9 years. The total project cost of logistics cooperative is 2345.0 thousand USD.

- It is expected that the source of financing of the project will credit funds and provided the following conditions are attracted to them,
- • Credit funds will be directly involved in the amount of 2345.0 thousand. United States in 2016, for a period of 5 years.
- • These funds will be used as an investment in fixed assets.
- • Interest rate - 10%.
- • The payment of the principal loan will have an extension. Payment of loan and interest thereon begins in January 2017 and on a monthly basis.

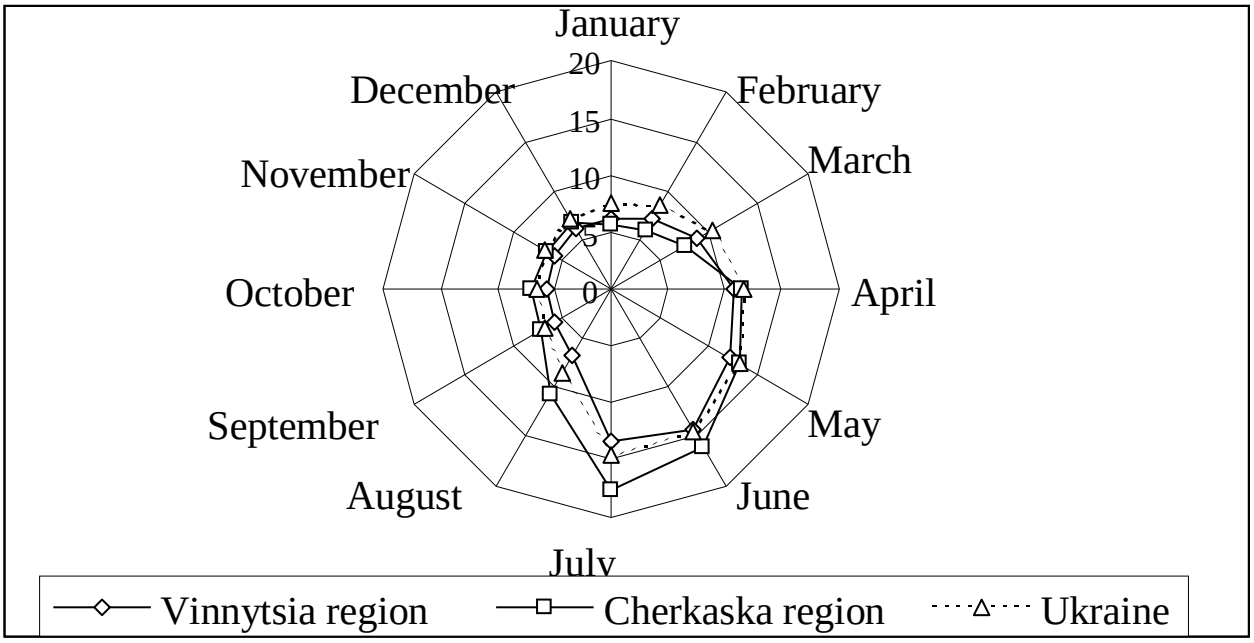


Figure. 4. Prices of apples per month in 2012 in Cherkasy and Vinnytsia regions Source [4]

It should be noted that the selected equipment allows you to store various kinds of frozen fruits: apricots, peaches, apples, pears, raspberries, strawberries, cherries, currants. Thus, under the project initiator can choose different types of products stored in different seasons and thereby improve the profitability of their business. Figure 4 shows that if the company will realize the apples in October-November, the price will be 6,5-6,7 UAH. per kg, while in March-May - 10-13 UAH.

In a market economy basis for economic development income is a key indicator of the efficiency of the company, the source of its life. Formed amount of net profit cooperative logistics, through the comparison of income and expenditure shown in Table 3.

3. Statement of Profit and Loss for the project

	2016 р.	2017 р.	2018 р.	2019 р.	Всього
Sales	1 754 610	2 037 297	2 358 976	2 594 873	8 745 756
Cost of sales	1 377 108	1 589 595	1 774 736	1 921 048	6 662 488
Materials and components	853 050	990 486	1 146 878	1 261 566	4 251 980
Wages	141 360	155 496	171 046	188 150	656 052
Taxes are expensed	46 932	51 625	56 787	62 466	217 809
Production costs	73 058	80 364	88 401	97 241	339 064
Lease payments	0	48 916	48 916	48 916	146 749
amortization	262 708	262 708	262 708	262 708	1 050 833
Gross profit	377 502	447 702	584 239	673 826	2 083 268

Taxes are included in income	5 801	10 952	9 653	8 737	35 142
Profit before tax	137 201	202 250	415 586	581 589	1 336 626
Income tax	23 324	32 360	66 494	93 054	215 232
Net Profit / Loss	113 877	169 890	349 092	488 535	1 121 394

Source: author's calculations

Table 4 shows the gradual formation of the profitability of the complex based on various factors.

4. Profitability Analysis of the project

	2016 p.	2017 p.	2018 p.	2019 p.
Total Revenues	1754610	2037297	2358976	2594873
Gross Profit	377501,8	447701,7	584239,2	673825,6
Gross profit Margin, %	21,51%	21,98%	24,77%	25,97%
EBITDA	634409,5	699458,2	837294,4	927797,4
EBITDA Margin %	36,16%	34,33%	35,49%	35,76%
EBIT	371701,2	436749,8	574586,1	665089,1
Ordinary Income Margin	21,18%	21,44%	24,36%	25,63%
Net Profit / Loss	113877	169889,9	351332,3	493014,8
Return on sales ,%	6,49%	8,34%	14,89%	19,00%

Джерело*:* розрахунки автора

Conclusions and recommendations for further research. Under conditions of increased competition for Ukrainian producers of fruits and berries production on the part of European companies need to rethink the principles of operation of the industry. Scheme "producer-processor" does not provide domestic gardener farmers a fair level of income that would have provided an opportunity to the company expanded reproduction. Research has shown that cooperative logistics can provide extension product sales by storing it in the refrigerator with CSG to provide sorting, packing and delivery to customers through its own equipment and motor park. This project will enable the individual peasant farms and get out a new level of activity.

References

1. Dovbush Є. Chomu sil's'kogospodars'ki kooperativi vazhlivi dlja Ukraïni, 2013 [Elektronnij resurs]. – Rezhim dostupu : URL : http://www.epochtimes.com.ua/opinion/ukraine/chomu-silskogospodarski-kooperativi-vazhlivi-dlya-ukrayini-109091.html. – Nazva z ekrana.

2. Makushok O. V. Perspektivi rozvitku kooperativnogo marketingu v Ukraïni [Tekst] / O. V. Makushok // Kooperativnij marketing v agrobiznesi: problemi i perspektivi rozvitku v Ukraïni : materiali Vseukraïns'koï naukovo-praktichnoï konferenciï, prisvjachenoï Mizhnarodnomu roku kooperativiv (5-7 kvitnja 2012 r.) / ZhNAEU; Sojuz sil'skogospodars'kih obslugovujuchih kooperativiv Ukraïni. - Zhitomir : ZhNAEU, 2012. - S. 118-121 . - ISBN 978-966-8706-61-5

3. Malik V.J. Stanovlennja sil's'kogospodars'kih obslugovujuchih kooperativiv v konteksti єvrointegracijnoï perspektivi v Ukraïni / V.J. Malik, V.S. Shovkaljuk, O.M. Mogil'nij // Ekonomika APK. – 2001. – № 7. – S. 127–128.

4. Statistichnij bjuleten' «Realizacija produkciï sil's'kogospodars'kimi pidpriєmstvami» za 2012 rik, Kiïv, 2013.- 110s.

5. Gertler, M. Rural cooperatives and sustainable development. Saskatoon / Gertler, Micael. – SK: University o f Saskatchewan, Centre for the Study o f Cooperatives, 2001. – 31 p.

6. Ziggers, G. W.; “Quality assurance in food and agribusiness supply chains: developing successful partnerships”, G. W. Ziggers, J. Trienekens / Internacional Jorunal of Production Economics – 1999. – Vol. 60. – pp. 271 – 279.

Burlyai O.L Kovalenko O.S. Cooperation in marketing activities as a tool of improving the functioning of horticultural enterprises

The problems and perspectives of development of the cooperative movement in Ukraine. Substantiated the possibility of creation logistic cooperative to improve the marketing activities of companies engaged in the production of fruits and berries.

Horticulture, cooperation, profitability.

Buriak A.V.
Candidate of Science in Economics
National University of Life
and Environmental Sciences of Ukraine

The innovative potential of the agricultural sector

The essence of innovation potential forms of its manifestation in the agricultural sector . Established that innovative capacity a factor intensifying production through its innovative modernization , the development of which is constrained by lack of adequate funding for its implementation. Keywords : innovation, innovation capacity , innovation process , expanded social reproduction, modernization of production.

Statement of the problem . The strategic task of the modern state policy of Ukraine is to create a solid foundation for its establishment as a democratic, highly developed , social state , in substance integrated into the global system of civilized progress of the national economy competitive market . In addressing the mentioned strategic objectives important to the proper development of agriculture. This is due to the following objective factors: the industry is serving the national economy a decisive factor in the country's food supply , which is a criterion for assessing the standard of living of the people and one of the guarantees of state sovereignty. In addition, the agriculture field as a functional area determines the degree of development of rural areas in the state and global level (forming the parameters of national, regional and local- local societies , the conditions of generation number and identity of the nation , etc.). The above gives a special status of agriculture in the structure of the national economy. For this is the fact that one of the first pieces of legislation relating to the economic sphere, and which were taken immediately after the declaration of economic sovereignty Ukraine was the Law "On the priority of social development of rural areas and agriculture in the

national economy " (1990). In other words, this step has already been declared a priority in public policy for agricultural development. The provisions of the Act have not lost their principle today, because so far they have not been implemented . International experience economic growth and socio -economic development suggests that the driving factor in this process are the innovation. They provide positive changes progressive evolutionary progress : technical and technological modernization of production and its restructuring , the development of productive forces, causing a transition from industrial to post-industrial society of a higher order. Base area of innovation activities are enterprises where the selection and justification of the strategy of innovative development of the local economic system, formed the innovative potential ways of using it, and ensure development. Consideration of these issues leads to the expediency of the study.

Analysis of previous research and publications. Theoretical studies of innovative subsoil areas of social and economic development were the works of foreign scholars H.Barneta , P. Drucker, E. Mensvilda , G. Lesser , B. Santo , G. Salou B.Tvissa , A. Toffler , V.-D. Hartman , Y.-A. Schumpeter who revealed the nature of investment and innovation process and its driving factors and impact on social progress. In general, this problem quite effectively developed in the works of Ukrainian economic thought coryphaeus MI Tugan- Baranovsky and synthesis of contemporary theoretical positions of different economic schools of generalization investment and innovation practices made famous Nobel Prize winners Paul Samuelson , H. Markowitz , M. Miller , F. Modigliani , William Sharpe , J. Tobin . Well known are the developments in this area made in Soviet times Academician AI Anchishkin , II Lukin , S. Strumilin, TS Khachaturova , SS Shatalina paradigm of expanded social reproduction, scientific statements which formed the model of a centrally planned economy . In terms of the same formation and development of Ukrainian market economy a significant contribution to the issues of investment and innovative development made Amosha A. , V. Heyets, M.Dolishnyy , M. Chumatchenko , and some research areas of the problem - leading scientists V. Alexandrov , J. wanted Besedina M. , O. Bilous, L.

Bezchasnyy , A. Halchynskiy , A. Gritsenko , B. Danilishin , A. Danilenko , B. Kvasniuk , Pahonov Yu , W. Seminozhenko , A. Chukhno, and S.Yuriy others. In the formation and development of the theory and practice of investment and innovation processes to strengthen the productive base and the development of agrarian sector of the national economy as poly functional areas of significant contributions made by Mr. Haidutsky , A. Datsiy , M. Dem'yanenko , M. Kropyvko , D. Krysanov , P . abuse, Yu Lupenko , P. Makarenko, N. Malik , O. Mogilny , Alexander Onishchenko, N. Orlatyy , B. Pashaver , V. Rassokha , P. Sabluk , P. Stetsyuk , V. Trehubchuk , V.Yurchyshyn and others.

However , in practice , the use of investment and innovation mechanism of agrarian sector of the national economy is insufficient , which hinders complete fulfillment of its mission in the field of functional system of socio -economic development of Ukrainian society. In particular remain uncertain , some key provisions of the investment and the innovation process such as the nature of innovation potential and its components in the system acts of measurement, and how to strengthen the lines of development .

Entire article is in the development of methodological and methodical approaches to determining the content of "innovative potential" social and economic progress, its measurement and directions of development in the agricultural sector of the economy.

The main material. According to many numerical predictions of futurists in the twenty-first century .. will move from an industrial to a postindustrial social system in the general progress of civilization , where the main factor of progress prorokuyetsya information component , leading to an abrupt development of the productive forces. It is clear that the progress of civilization in human history explained by technological progress . Specificity dvochlenstva progress is that the leading role it plays an integral science (knowledge) and component technology - consistent secondary : it materializes human knowledge in the means of production of consumer goods man. Therefore, the name of the post-industrial society as the information is not correct : industrialnist persists - the old industrial base simply

changing neoindustrialnoyu more intense functional . Science creates new knowledge that will materialize as innovation - the driving factors of progress.

Sequential accumulation of innovations and their introduction into production by improving technical and industrial base promotes innovative economic modernization . The phenomenon of an innovative economy is to increase its productive capacity , and thus - to meet the reasonable needs of society increase at constant cost reduction of resources per unit of value created wealth. That innovation economy through increasing innovative capacity is a powerful means of intensification of production and reduction of resursomistkosti (material , energy , labor) , and consequently - increase efficiency.

The system expanded social reproduction implementation of investments carried out as part of the investment process , causing both quantitative and qualitative determination of positive dynamism of total capital. One part of the investment resources of the General Fund savings , forming foundation of substitution (as amounts of gross investment and depreciation) provides expanded reproduction. Simply increasing investment provides a quantitative increase in the parameters of the production database as the basis of extensive growth. Those investments are aimed at extended play (net investment) is the driving factor in the boom economy, since their development occurs in the area of technical and technological modernization, providing high-quality progressive economic development.

Thus, the possibility of intensive development of the agricultural sector as a priority area of the national economy and on that basis, social progress predetermined operation mode of expanded reproduction : the generation and production of sufficient funds to meet the needs of innovation as factors in development. In the unity of these two processes is consistency expanded social reproduction as a social process that is generated and maintained created by innovative potential.

In modern foreign and domestic economic literature unambiguous definition of innovation potential as an economic category of the reproduction

process does not yet exist . However, the general consensus of researchers in this field are inclined to think that the innovative potential acts exponent set of factors that form the background and immediate effect of the innovation process . That is, it covers not only really valid factors - movers current development, but also potentially possible (as available , but not demand economic demand because of various reasons - lack of information , funds for the purchase , etc. , and those that may be produced during the growth consumer demand for them). In general, the components of the innovation potential of the national economy (IPNE) , most researchers include the following : information , material , human , intellectual , financial , organizational, managerial, legal , etc. [4, 5 , 6, 10,12,14].

At different levels of the workplace (as a whole , individual regions, industries and enterprises), depending on the specifics of individual reproduction process formed their own structure and the value of innovation potential , and the innovative development is the logical chain of events in which innovation matures from concept to product-specific . Structural components of innovation potential is not too early to set : some innovations that may make innovations always the result of a creative process in the form of new products, technology, process (and thus the form: grocery , technology , Process). In general, the formation of innovation potential is carried out within a certain time and the successive stages of the investment process , which can be divided into two stages.

- Creative , imaginative . The result of this phase is the creation of innovation (product technology, Process), which includes some stages from idea to invention of a particular innovation. Usually this occurs in areas of adequate infrastructure with the passing of stages: concept , research, assessment , patenting innovations like product.

- Introduction of innovative technologies . The result of this phase is to incorporate innovations into production. At this stage, there are different forms of innovation has the following form: lead (introduction of breakthrough innovations) nazdohanyalne (upgrade production on the basis of universally recognized innovation) .

Thus, the innovation system (as a set of stages of the innovation process) consists of various subsystems, interconnected through existing innovation infrastructure in the country and institutional impact of the state. That innovation process as an integrated system combines the interaction of three subsystems:

a) subsystem " innovator -producer " - a scientific institution or firm , personnel and production factors involved in the research , development and innovation development ;

b) subsystem "organization" - a set of institutional actors innovations;

c) subsystem "external environment" - a set of external relative to the innovator -producer entities , creating a market area of demand - offers (production of innovations and their use as a result of distribution to consumers).

Despite the social and economic importance of innovative modernization of agrarian sphere , making efforts in this regard participants in the innovation process and its legal support , now has no reason to believe that the direction of government economic policy is really a priority. This is confirmed by the fact that the innovation process of modernization of agrarian sphere has the character of a coordinated system , in fact - and not a centralized state monitoring . Due to the fact that according to the recommendations of international bodies (Eurostat and Auxerre) sports facilities are not included in the statistical survey of the innovation process in Ukraine is almost no information on the status, nature and features of the innovative activities of this important sphere of national economy. While this does not mean that this process is not developed : just as opposed to the industry it is not covered by statistical records and therefore no information about the dynamic and structural changes in the development of the innovation process. It should be noted that only in October 2012 at the initiative of the Institute for Economics and Forecasting, National Academy of Sciences in cooperation with the State Statistics Service was first conducted a sample survey of innovation process in agriculture in Ukraine on the basis of a representative statistical sample. As a result of this survey found that agrarian sector of Ukraine, which is legally

recognized as a priority , is in terms nazdohanyalnoyi modernization and investment of scarce resources [13].

Lack of a centralized statistical research innovation potential of agricultural sector in general and individual enterprises does not exclude the possibility of determining its value based on indirect methods and, above all , by comparing the actual state of already possible, the scientific and technical progress. It is well known that due to many reasons, Ukraine 's national economy has not yet reached the level of performance of market- transformation period : real GDP in 2012 was only 69.7 % compared to 1990 is quite natural that in the agricultural sector have been lost and while not fully restored the contemporary performance. However, for the last time after 1990 occurred in agriculture not only dramatic changes associated with the organization of the market of agricultural production, but also some technological changes due to the introduction of foreign innovation practices. This was the impetus in the deep transformations of domestic agriculture with a focus on its global advanced technology, made possible with the arrival in Ukraine of famous companies with their innovative experiences: John Deere , Claas , Cargill , Monsanto, Zeneca , Sumitomo Corporation , Novartis , DuPont de Nemours Ahrevo , Rhone- Poulenc , BASF and others who have contributed to innovation in agriculture.

Perceiving the potential opportunity as development of agriculture , calculated as the difference between the pre-existing achievements of scientific and technological progress and innovation with the actual for Ukraine as can detect estimates allowances that can be implemented and identify the need of funds for its development. (see table).

As can be seen from the data in the table , the negative effects of transformational changes associated with market transformations in the agrarian sector of the national economy of Ukraine is not completely overcome by this time.

table

Resource base and the volume of agricultural production in the agricultural sector of Ukraine (1990-2011 years)

Indicators	1990	1999	2000	2005	2010	2011	%
The entire crop area, ha	32406	28313	27173	26044	26952	27670	85,4
Including grains and legumes, ha	14583	13154	13646	15005	15090	15724	107,8
Tractors, tys.sht	495	347	319	217	151	147	29,7
Combine harvesters thousand.	107	70	65	47	33	32	29,9
Trucks, ths.	296		227	147	104	101	34,1
Number of cattle, thousand units	24623	10626	9424	6514	4494	4426	18,0
including cows, thousand units	8378	5431	4958	3635	2631	2582	30,8
Swine population, thousand units	19427	10073	7652	7053	7960	7373	37,9
Share fertilized acreage%							
- Organic fertilizer,%	18	4,1	3	3	2	2	11,1
- Fertilizers,%	83	31	22	45	70	76	91,6
Listed on 1 hectare of cultivated area:							
- Manure, t	8,6	1,2	1,3	0,8	0,5	0,5	5,8
- Mineral nutrients, kg	141	18	13	32	58	68	48,2
Fixed assets at current prices, mln *		119247	97471	76034	113388		
Investments in capital assets, mln *		583	597	5016	12231		
Gross agricultural output (in comparable prices of 2010). Mln	282774	150111	151022	179606	194885	233696	82,6

* Agriculture, forestry, fishing and hunting

According to the State Statistics Service of Ukraine

However, it should be noted that the recovery of the volume of production in this sector compared with 1990 levels reached at 82.6 %, while the recovery of GDP is only 69.7 %. This suggests that the pace of agriculture development is higher than in the whole of the economy of Ukraine. Choosing the years following table is not accidental : 1990 - basis for comparison , in 1999 - the "bottom " of the fall of the agricultural sector in 2000 - the beginning of economic growth, 2010 and 2011 - the last year of observation after the global financial crisis.

Materials table shows that the growth rate of productivity of agrarian sphere occurs with the simultaneous intensification and transition to innovative technology. It appears that the recovery in production occurs in a significant reduction defining resources - acreage of agricultural technological park , the number of farm animals. Growing use of mineral fertilizers. Despite the completeness of the data should note the gradual build-up of fixed assets and investments.

In agriculture , as already mentioned, the innovation process is characterized nazdohanyalnoyu modernization with limited investment capital , with a crucial factor in last. So in the world raised the genetic yield potential of the main cereal crops of 65 kg / ha in 1980 to 85 kg / ha in 2000 to 110 kg / ha in 2010. Actual yield of wheat in Ukraine demonstrates the use of genetic potential for sortodilnytsyah at the level of 50-60 %, and the commodity economy - at - 35%. This is due to lack of funds for fertilizers and pesticides, the provision which is only about 30-40%.

The implementation of the genetic potential of livestock in pig is 48 %, dairy farming - 53 % and only in growing poultry - 77 % [1].

According to experts Agrarian Academy of Sciences of Ukraine for the practical implementation of existing scientific innovation potential in agriculture needed annually to replenish working capital in the amount of 100.7 billion. , And the renovation of fixed assets in plant - 108 billion. and livestock - 140 billion. With sufficient funding innovative modernization of the agricultural sector already existing innovative potential will increase production by 2-3 times for 8-10 years. With a total production costs in the amount of 225 billion. its production can reach 340-350 billion. [1].

Conclusions. Sustainable development of the agricultural sector requires appropriate base, which acts as the innovation potential of the possibility of introducing a set of them advanced technology production on the basis of innovation - high-performance varieties, hybrids of plants, rocks and animals crosses , methods and techniques of improving production processes, management

and marketing . The innovation process requires considerable resources and therefore can be done both technological and Process innovatization with the introduction of some elements in phasically by a cumulative basis : receiving income from previous innovations deployed in a subsequent period, the extent of consistent innovation resumption of production .

Sources

1. Bezuglyi MD, MV prong Economic aspects of reforming the agro - industrial complex of Ukraine / MD Bezuglyi , NV Prong / / Ahroinkom . - 2011. - № 4-6. - P.3- 13.

2. TA Vasiliev Integral evaluation of the innovative capacity of the national economy of Ukraine: Scientific and methodical approach and practical calculations / TA Vassiliev, VA Kasyanenko / / Actual problems of economy. - 2013 . - № 6. - P. 50-59

3. Willow VA Guidelines to assess the innovation potential of enterprises / VA Willow , IV Novikov / / Problems of science. - 2003. - № 3. - P.22 -31

4. Ganiev AK Ynnovatsyonnыy potential enterprise : analysis of structure and Methodological Approaches to comments / AK Ganiev / / economy. - 2008. - № 10. - P.177 - 183.

5. Buckwheat AP The theoretical basis of the definition of the innovation capacity of enterprises / AP Buckwheat / / Economy and State. - 2005. - № 7. - P.34 -37.

6. Datsiy AI The development of innovation in agricultural production in Ukraine / O. Datsiy [monogram .] - K.: IAE NNC . - 2004. - 428 p.

7. Innovative transformation of the agricultural sector / O. Shubravska , L. Moldovans BI Pashaver et al. [Monogram .] - K.: IAE NNC . - 2012. - 496 p.

8. Maslov , GA Location urovnja Innovatively BUILDING / GA Maslov / / fynansovыy audit and analysis. - 2007. - № 4. - S.251 - 253.

9. Rossokha V. Methods of evaluating the potential of innovation / V. Rossokha / / Actual problems of economy. - 2005. - № 5. - P.68 -75.

10. Snitch TN An innovative component of current agricultural policies in Ukraine / T. Snitch / / Actual problems of economy. - 2005. - № - p.121 -125.

11. Chaban V. The innovative potential of the company and its assessment / VG Shepherd / / Finance Ukraine . - 2006. - № 5. - P.142 -148.

12. Chukhray NI Formation of the innovative potential of enterprises / GA Maslov [monogram]. . - Lviv. - "Lviv Polytechnic". - 2002. - 316p.

13. Shipulina YS The potential of innovative regional development : the nature , structure, approaches to assessment / JS Shipulina VI Tarnowski / / Mechanism of Economic Regulation . - 2009. - № 3, Vol.2 . - P.250 - 261.

14. Shubravska O. The development of agriculture in Ukraine in conditions of innovative factors / O. Shubravska , KO Prokopenko / / Economics and Forecasting . - 2013 . - № 2. - P.118 -129.

UDC 330.46: 336 (091)

Financial Mathematics and Economic Relations

Sabischenko Alexander, NUBiP Ukraine, sabinet@ukr.net;

Cherednichenko Elena, Ph.D., associate professor.

The historical development of financial mathematics as a science and its role in economic relations. It is noted that financial mathematics allows to assess and accurately predict changes in basic micro and macroeconomic factors that contribute to the establishment of a market economy and an "open society."

Financial mathematics, mathematical engineering, commercial activities, financial transactions and financial markets.

In modern society it is impossible to imagine the process of scientific knowledge in general and economics in particular, without the use of mathematics.

Today, each of us have questions, "Where 's the money?", "Where to invest?", "What line of credit to finance profitable businesses open?" and so on. The correct answers to these and other such important question is part of financial mathematics that examines the principles and mechanisms of the banking system. From the correctness of calculations precisely the success and financial income of each member economic market: businessmen, lawyers, retirees, students, housewives, Banker or farmer.

Analysis of recent research and publications. Similar questions addressed in scientific writings I. Fischer, F. Modigliani, M. Miller, G. Markovittsa, M. Kendall, S. Brown, M. Kryshmena, O. Borisenko, I. Vasilchenko and others.

The aim - to examine the historical development of financial mathematics as a science and its role in economic relations.

The main material. Financial Mathematics - a division of applied mathematics that deals with market finance.

In the current economic realities of commercial activity can be successful only if a thorough quantitative analysis of all its financial aspects, as the reliance only on intuition and previous experience in most cases leads to negative consequences.

Therefore, the adoption of effective financial and economic decisions based on a large number of financial calculations. The need for such calculations arises in almost any commercial transaction or financial transaction, when its terms ohovoryuyutsya specific parameters [3].

Knowing the time and cost of the purchase and sale of certain assets, you can always define profitability of business operations and vice versa. Thus, financial calculations on this commercial transaction involving a complex parameter estimation cost, time, yield and reliability even deal.

Financial Mathematics also includes a variety of asset valuation models , that uses mathematical tools to solve financial calculations applied economic problems.

The subject of financial mathematics is the methodology and tools of financial calculations and quantitative analysis of the financial transactions. The purpose of financial mathematics is solving practical problems in various sectors of economic and business activity. [4]

The limits of financial mathematics are quite wide - from elementary charges per cent to assess the degree of impact of macroeconomic factors and the effectiveness of speculative trading strategies in stock market and so on.

There is evidence that at the dawn of civilization (Mesopotamia) has been applied in the calculation of simple interest loan operations.

A significant boost to the methods of financial analysis, accounting and management given at the time of the Renaissance in Medieval Europe Labour Lucius Italian mathematician Pacioli (1445-1514). Research founder of Economics and Statistics William Petty (1623-1687) and his school discovered the importance of quantitative methods in Financial Economics (including insurance). Analysis of Pacioli correspondence P. Fermat and Pascal B. (1652) led to the emergence of the theory of probability and game theory.

During the nineteenth - early twentieth century. the focus of traditional financial mathematics has focused on the study of streams of payments, analyze investment projects. In 1900 B. Louis (1870-1946) first reviewed the evolution of the value of

shares as a random process arithmetic Brownian motion and got the formula for a rational price, which the buyer had to pay the seller that the buyer has committed to sell shares in the future at a certain price point implementation.

In traditional financial mathematics, quantitative models that examined the assumptions of complete certainty, played a significant role work I. Fischer, F. Modigliani and M. Miller, who addressed the issue of optimal financial decisions of households and firms.

Significant role in the development of stochastic financial mathematics was the work of G. Markovittsa (1952) and M. Kendall (1953) with basic theory portfolio investor and its optimization and stochastic dynamics of asset prices. These studies have stimulated the creation of classical theories CAMP; ART and the "efficient market theory".

In 1973 bula created the first exchange for encapsulation of standard contracts with options and published works by F. Black and M. Shoals, and R. Merton option pricing with that has caused a revolutionary change in the methodology of financial accounts and fixed establishment stochastic financial mathematics.

Evidence of the importance of financial mathematics of the twentieth century. is the fact that the majority of the authors of the above results was the Nobel laureate in economics. [5]

Intensive development of financial mathematics was accompanied by the emergence and success of related areas of financial analysis and quantitative methods and models. These primarily include various sections of financial engineering related to the development and introduction of new financial instruments, improved methods of fundamental and technical analysis of financial markets, the extensive use of statistical methods for simulation modeling and so on.

It is necessary to note the process of ICT in finance and financial analysis (systems analysis, computer science, expert systems, etc.). These technologies allow to accept, store, store and process information about accounts, transactions, price changes, and use it in real time.

But, on the whole, despite the rapid development of financial mathematics, financial market remains poorly understood [5].

Conclusions and recommendations for further research. In the modern world (particularly in highly developed countries) have long been operating new mathematical occupations - financial analysts and actuaries (specialists in insurance mathematics in its relation to financial mathematics), which is a very prestigious and important. Possession with professional models and methods of financial mathematics (including its advanced sections of stochastic models, risk theory, etc.) is the main core of these new mathematical occupations.

Given the above, we can conclude that the financial mathematics using mathematical tools allows you to promptly assess and predict as accurately as possible changes in key micro- and macro-economic factors that contribute to the establishment of a market economy and an "open society".

References

1. Borisenko O., Tinsel J., Radchenko V. and others. Collection of problems in financial mathematics - K. Technology, 2007.

2. Vasil'chenko I., Vasil'chenko Z. Financial Mathematics: navch.posib. - K.: Condor, 2007.

3. Dolinsky L. Financial Mathematics: navch.posib. - K.: MBK, 2009.

4. Kozlovsky S. Finansova Mathematics – K.: Knowledge of Ukraine, 2006.

5. Ponomarenko A. Introduction to Financial Mathematics. Nizhin, 2003.

УДК 336.7

DEVELOPMENT OF FINANCIAL MEDIATION IN THE NATIVE MARKET OF MONEY

Dmutrenko O., Graduate Department of Finance
National University of Food Technologies
Demyanenko I., associate professor of economic sciences

Annotation. *Essence of financial mediation is considered. Basic pre-conditions of development of financial mediation are investigational. The state of financial mediation is analysed in Ukraine, in particular, activity of insurance companies, leading bank institutions. Tendencies are considered in development of banks, insurance companies. The ways of increase of efficiency of activity of financial mediators are educed at the home money market*

Key words. *Financial mediation, market of money, innovation bank product, bank, insurance company.*

Raising of problem. In the last decades the system of financial mediation tests dynamic changes - the circle of financial mediators broadens, financial services that given by them become complicated, an amount and complication of financial instruments grow on markets, all greater application is acquired by innovative technologies in finances. All these changes cause the necessity of revision of role of financial mediators at the money market and in the economic system on the whole.

Analysis of the last researches and publications. Considerable payment in research of role of financial mediators at the money market was done by such scientists as Bludnyanskyi O., Tuhan-Baranovskyi M., Bunhe M., Pihu A., Shumpeter I., Goldsmit R., Gerli D., Shou I., Levin R., Akerlof D., Stiglic D., Dimond D. In present time these questions Bazulevych V., Zumovec V., Korneev V., Naumenkova S., Hodakivska V., Cherkasova S.

Without regard to the far of publications in the field of it, in connection with dynamic of development of the system of financial mediation, in recent year there is a necessity of generalization and revision of going near determination of role financial mediators at the money market[1, p. 54].

A research aim is an exposure of the basic stages of development of financial mediation and his role at the home money market.

Exposition of basic material. Financial mediation is a certain variety of financial activity of bank and unbank financial-credit institutions, that is sent to bringing in and redistribution of financial resources between the subjects of market with an aim them effective investing, on the sale of financial services and foods, realization of the security-related operations and grant informatively-consultant services on the basis of the got permissions (licenses) [4, p. 65].

Becoming of financial mediation at the money market was assisted by the origins of institute of peculiar, process of piling up of riches in form financial assets, appearance of the specialized confidence institutes.

It was later created a trust company is specialized, and services in a confidence property and capitals management were distinguished in the independent type of business.

All greater distribution was got credit are financial services, there was an increase of role of central banks, considerably the role of investment bankers grew in realization of financial operations - institutes of the general investing, non-state pension fund, insurance companies [3, p. 34].

Today financial mediation in Ukraine is on the stage of becoming. In Ukraine most financial mediators are presented by bank institutions, insurance companies [2, p. 34].

An important place among financial mediators is occupied by insurance companies [5, p. 78].

They mobilize money of clients, carry out insurance payments, free money inlay temporally in productive industries, assisting to development of the state, provide the reproductive process of different industries.

For period of 2010-2012 years there were negative changes in the dynamics of forming of insurers (Table 1).

Table 1

Dynamics of forming of insurers as financial mediators

№	Indexes	2010	2011	2012	Absolute rejection (+/-)			Relative rejection, %		
					10-11	11-12	10-12	11/10	12/11	12/10
1	Common amount of insurance companies	456	442	414	-14	-28	-42	-3,07	-6,33	-9,21
1.1	companies from the risk types of insurance	389	378	352	-11	-26	-37	-2,82	-6,87	-9,51
1.2	companies from life-insurance	67	64	62	-3	-2	-5	-4,47	-3,12	-7,46

Reduction of insurance companies is constrained, in particular, with strengthening of state control after activity of insurers, enlargement of insurance companies [7, p. 56].

Without regard to reduction of insurers, there was an increase of insurance bonuses (Table 2).

Table 2

An analysis of dynamics of insurance bonuses after 2010-2012 years

№	Types of insurance	Clean insurance bonuses, thousands UAH			Absolute rejection, thousands UAH			Relative rejection, %		
		2010	2011	2012	10-11	11-12	10-12	11/10	12/11	12/10
1	Insurance of financial risks	755700	2008300	2098397	1252600	90097	1342697	165,75	4,49	177,67
2	Medical insurance	809400	1087700	1280061	278300	192361	470661	34,38	17,69	58,14
3	Insurance against fire risks	1156300	1827600	1830040	671300	2440	673740	58,05	0,14	58,26
4	Property insurance	1680800	2229900	2606525	549100	376625	925725	32,66	16,89	55,07
5	Insurance of medical charges	213900	288100	317915	74200	29815	104015	34,69	10,35	48,62
6	Insurance of life	906000	1346300	1809467	440300	463167	903467	48,59	34,41	99,72
7	Insurance of credits	256400	334600	498021	78200	163421	241621	30,49	48,84	94,23

After 2010-2012 years insurance bonuses grew in ensuring against financial risks on 177,67%(1342697 thousand UAH), in medical insurance - on 58,14% (470661 thousand UAH) and others like that.

Such dynamic changes of insurance payments testify to the improvement of functioning of insurance companies as financial mediators at the money market, mobilization of greater part of money economies of population and their use for realization of insurance payments, diversification temporally of free money in priority directions of development of the state [6, p. 89].

Analysing the dynamics of insurance payments after 2010-2012 years, it is possible to talk about disparity and disproportion of increase of insurance payments and compensations of insurance companies (Table 3).

Table 3

An analysis of dynamics of insurance payments after 2010-2012 years

№	Types of insurance	Clean insurance payments thousands UAH			Absolute rejection, thousands UAH			Relative rejection, %		
		2010	2011	2012	10-11	11-12	10-12	11/10	12/11	12/10
1	Insurance of financial risks	1959100	801100	437978	-1158000	-363122	-1521122	-59,11	-45,33	-77,64
2	Medical insurance	632900	752400	900811	119500	148411	267911	18,88	19,73	42,33
3	Insurance against fire risks	177000	159200	143023	-17800	-16177	-33977	-10,06	-10,16	-19,19
4	Property insurance	133800	193800	399751	60000	205951	265951	44,84	106,27	198,76
5	Insurance of medical charges	83800	102700	120485	18900	17785	36685	22,55	17,32	43,77
6	Insurance of life	52600	70600	82057	18000	11457	29457	34,22	16,23	56,01
7	Insurance of credits	151100	46900	163905	-104200	117005	12805	-68,96	2,5 p.	8,47

Thus, after 2010-2012 years there was reduction of insurance payments in insurance of financial risks on 77,64%, reduction of payments in ensuring against fire risks on 19,19% [9, p. 98].

On the whole the dynamic changes of insurance payments and payments testify

to the increase of efficiency of activity of insurers, increase of actuality of question of insurance among a population.

An outstanding role financial mediation is played by bank institutions, that mobilize money resources, allot credit, free monetary resources place temporally in securities of state enterprises, прискорюють circulating of money resources [8, p. 76].

The analysis of bank statistical data after 2010-2012 years testifies to reduction of general amount of banks(Table 4).

Table 4

Bank statistics

№	Indexes	thousands UAH			Absolute rejection, thousands UAH			Relative rejection, %		
		2010	2011	2012	10-11	11-12	10-12	11/10	12/11	12/10
1.	The amount of banks after Register	194	198	176	4	-22	-18	2,06	-11,11	-9,27
2.	Excluded from the State register of banks for a year	6	-	26	-	-	20	-	-	4 p.
3.	Amount of banks, which is in the stage of liquidation	18	21	22	3	1	4	16,66	4,76	22,22
4.	Amount of banks which have a bank license	176	176	176	-	-	-	-	-	-
4.1	with a foreign capital	55	53	53	-2	-	-2	-3,63	-	-3,63
4.1.1	with a 100% foreign capital	20	22	22	2	-	2	10	-	10
5.	Stake of foreign capital in the chartered capital of banks %	40,6	41,9	39,5	1,3	-2,4	-1,1	3,21	-5,72	-2,71

Reason of reduction of bank institutions strengthening of state control can serve as after their activity, introduction/change of economic norms.

As leading financial mediators among bank institutions at the market of Ukraine come forward Privatbank, Ukreksimbank, Raiffaizenbank [10].

Will analyse politics of banks in relation to placing of money at the money market (Table 6).

Table 5

Basic indexes of placing of money by the leading banks of Ukraine

Name of the article	The assets	A money in other banks	Credits and debt of legal entities	Credits and debt of physical persons	Investments in the associated and daughter's companies	Investment real estate	Securities in the brief-case of bank on a sale	Securities in the brief-case of bank to redemption
Privatbank, thousands UAH								
2010 p.	113437222	1824130	81286535	20568636	1025367	-	95429	708259
2011 p.	145118473	1124247	96701689	26220519	979744	1507	87981	72229
2012 p.	172428712	1554310	94622344	19103348	1178522	13762	286673	239567
Ukreksimbank, thousands UAH								
2010 p.	73171643	949238	50952391	1141860	-	2380711	9258484	1682132
2011 p.	75103435	1294550	51756306	996386	-	3088254	14855129	1390612
2012 p.	87948878	1454176	39825187	596637	-	3707841	18565495	1372237
Raiffaizenbank, thousands UAH								
2010 p.	55100385	752812	43853742	22354600	54771	56299	5516281	4196827
2011 p.	51347408	300080	23131454	19593907	174925	117982	6029990	2303361
2012 p.	47694486	118139	16651571	9419497	181925	124570	6195496	920055
Relative rejection, %								
Privatbank								
11/10	27,92	-38,3 6	18,96	27,47	-4,44	-	-7,81	-89,819
12/11	18,81	38,25	-2,15	-27,14	20,28	8 p.	2 p.	2 p.
12/10	52,03	-14,79	16,41	-7,12	14,93	-	2 p.	-66,17
Ukreksimbank								
11/10	2,64	36,37	1,57	-12,74	-	29,71	60,44	-17,33
12/11	17,11	12,33	-23,05	-40,11	-	20,06	24,97	-1,32
12/10	20,19	53,19	-21,83	-47,74	-	55,74	100,52	-18,42
Raiffaizenbank								
11/10	-6,81	60,13	47,25	12,34	2 p.	109,56	9,31	45,11
12/11	-7,11	-60,63	-28,01	-51,92	4,01	5,58	2,74	-60,05
12/10	-13,44	-84,31	-62,02	-57,86	2 p.	121,26	12,31	-78,07

The analysis of assets of Privatbank specifies on their increase during 2010-2012 years on 52,03%. In particular, there was an increase of credits and debts of legal entities on 16,41%, investments in the associated and daughter's companies on 14,93%.

For period of 2010-2012 years there was an increase of assets of Укрексімбанку on 20,19%, in particular, there was an increase of money in other banks on 53,19%, investment real estate on 55,74%. In a counterbalance to two previous banks the assets of Raiffaizenbank during 2010-2012 years grew short on

13,44%, in particular, money diminished in other banks on 84,31%, credits and debt of physical persons on 57,84%. On the whole such changes in activity of banks testify to the increase of money streams in turnover, satisfaction of needs of customers, support of national production [10].

In relation to politics of bringing in of financial resources banks at the money market, then there was her improvement during 2010-2012 years (Table 7).

Table 6

Basic indexes of mobilization of financial resources by the leading banks of Ukraine

Name of the article	The obligations	A money other banks	A money of legal entities	A money of physical persons	Promissory securities of bank	Other attracted money
Privatbank, thousands UAH						
2010 p.	101557255	14559473	20412748	54770045	557922	5742776
2011 p.	128371495	10104288	21592937	70248816	561668	5813456
2012 p.	154127951	11197108	20477288	85864910	6356149	1642508
Ukreksimbank, thousands UAH						
2010 p.	55717348	16281912	14955770	12376677	404340	7757276
2011 p.	57374393	13850067	18158439	13523257	-	8113861
2012 p.	70092684	12479089	29038072	15802728	-	8907805
Raiffaizenbank, thousands UAH						
2010 p.	48659109	16738603	11197260	17144466	10865	105910
2011 p.	44875547	13664851	12609135	15026179	224	81073
2012 p.	67877389	9944079	12368606	15435565	-	81021
Relative rejection, %						
Privatbank						
11/10	26,41	-30,59	5,78	28,26	0,67	1,23
12/11	20,01	10,81	-5,16	22,22	10 p.	-71,74
12/10	51,76	-23,09	0,31	56,77	10 p.	-71,39
Ukreksimbank						
11/10	2,97	-14,93	21,41	9,26	-	4,59
12/11	22,16	-9,89	59,91	16,85	-	9,78
12/10	25,81	-23,35	94,15	27,68	-	14,83
Raiffaizenbank						
11/10	-7,77	-18,36	12,61	-12,35	-97,93	-23,45
12/11	51,25	-27,22	-1,91	2,72	-	-0,06
12/10	39,49	-40,59	10,46	-9,96	-	-23,51

After 2010-2012 p.p. the obligations of Privatbank grew on 51,76%, money of physical persons on 56,77%, money of legal entities on 0,71%. The obligations of

Ukreksimbank during 2010-2012 years grew on 25,81%. Money of legal entities increased on 94,15%, other attracted money on 14,83%. In relation to the obligations of Raiffaizenbank, then after 2010-2012 years they grew on 39,49%. Money of legal entities increased on 10,46%.

An increase of the financial resources mobilized by banks is a positive line both in activity of banks and influences on money market development, in fact the presence of additional financial resources gives an opportunity to the banks actively take part in forming of new money streams, to influence on reproductive processes in the state, development of economy [8, p. 67]. For the improvement of activity of financial mediators it costs to increase the sales of insurance, bank products, attract deposits, take credits for the clients, to invest free monetary resources in different objects with the aim of receipt of profit in the future. An important step in development of financial mediation at the money market is development of cooperation of commercial banks with insurance companies, collaboration of commercial banks and to the sector of the non-state pension system [4, p. 45]. By no less important events that will influence on development of financial mediation following: to stimulate a competition between bank and unbank structures by providing of equal terms of their activity; б) application of innovative financial services and products; г) to increase the volumes of the assured compensation of losses of client money under force-majeure circumstances in bank and unbank spheres.

Conclusions and prospects of further researches. This financial mediation is an inalienable constituent of money-market. Financial mediators not only do financial services more accessible for a population, and, directly, influence on expansion of reproductive processes in different industries, forming of new money streams, money market, economy of the state development. Today especially actual among a population are such products of financial mediators, as credits, deposits, remote service of clients, insurance policies, lives health of нселення especially related to insurance. Financial mediation will be actual always, in fact in connection with informatization, development of advance of science, increase of employment of

population, society will need more fast access to services, in particular, settling on accounts, realization of investment investments and others like that. In this case the actual will be remained by financial mediation.

List of literature:

1. An analysis and estimation of risk of liquidity of bank // Announcer of NBU - 2013. - p. 29

2. Ishenko O. Prospects of development of the home system of insurance of deposits in light eurointegrations//Magazine "Announcer of NBU". - 2009.- №5. p. 58

3. Kuznecova A. A bank sector of Ukraine as sourcing of investment-innovative activity // Announcer of NBU. - 2010. - № 1(95). p. 63

4. Lapco O. Innovations as article of economic research // Announcer of Academy of state administration at President of Ukraine. - 2010. - № 4. - p. 190

5. Onyshko S. Financial providing of innovative development: monograph. – Irpin: the National academy of DPS of Ukraine, 2012. – p. 434

6. Parasiy-Verhylenko I. Analysis of bank activity: the Scientific manual for the independent study of discipline. - K.: KNEY, 2013. – p. 347

7. Peresada A. Management bank investments: Monograph. - K.: KNEY, 2011. – p. 88

8. Vasurenko O. The Bank management: Manual. - K.: Kind. a center "Academy", 2010. - p. 320

9. Vovchak O. Bank investment activity in Ukraine. Lviv: Kind. of Lviv KA, 2010. – p. 544

10. An annual financial report is STALEMATE " Raiffaizenbank Aval" [Electronic resource]: http://www.google.com.ua/url

UDC 338.24.021.8

BASIS FOR THE FORMATION SUSTAINABILITY STRATEGY REGIONAL INTEGRATION IN THE UKRAINE

I.I. Dolzhenko, PhD, assistant professor of finance and credit NUB&P Ukraine

The main approaches to building a strategy for sustainable development of rural regions of Ukraine.

Regional development, sustainable development; agriculture, public policy.

On the way of European integration, the Ukrainian government poses the number of priority tasks which need to be solved before entering the European Union. Among them is:

- reforms in relations between government institutions and main socio-economical activities,
- definition of the principles of sustainable development at the national, regional and local levels;
- adherence of sustainable socio-economic development of the regions and enhance their competitiveness.

Practical implementation of these tasks requires the improvement of the national system for regional management and implementation of reforms in key sectors of the economy, relying on local initiatives.

During development and improvement of regional policy it is important to learn the experience of other countries, especially of the European Union (EU). Regional policy in these countries is successful, and aimed at smoothing out regional disparities, development of depressed areas, and ensures a high level of competitiveness of their economies.

It is necessary to mention that during a long period in Ukraine there was no systematic regulation for regional development that affects in slowing of complex socio-economic development and stability of the government, complications in conditions for strengthening position of Ukraine in the international economic cooperation slowing implementation of market reforms in the field, the emergenceand worsening of many social, economic, environmental and other problems.

The current situation on regional development can be characterized with the next features:

- theissue of disparities within the regions was never accepted before like threat to national security. Bigger attention was given to the macro economical indices and their positive trends. Even after the introduction of the concept of depressed regions it was not offered adequate tools that would enable to gradually overcome. Artificial subsidizing these regions led to a new problem - the reluctance to work on their economic development.
- the weak system of collection institutional data in central government executive organs and municipality councils as well as fast flowing of positions for managing

authorities don't give possibility to any of them to realize strategic programs and reach target goals.

Since 2001, the Government of Ukraine has been rolling out a new approach to regional development policy intended to address the country's pressing issue of disproportionate economic development in the regions.

It is based on a decentralized system of local and regional self-government, which establishes a stronger role for sub-national authorities in reacting economic, social and environmental challenges.

Over the past decade, Ukraine made efforts to shift the nature of relations, attitudes and behaviours between central, regional and local governments away from top-down, centrally planned, annually budgeted programming, towards more locally-driven development initiatives based on multiyear and multi-sourced funding.

The Regional Contract instrument is perhaps the single most important innovation of the Law on Stimulating Regional Development.

It is an agreement between the Cabinet of Ministers and individual oblast state administrations for cost-sharing of regional development initiatives and infrastructure.

The Regional Contract institutionalizes the twin principles of transparency and equal partnership – between national and regional levels of government while providing a practical tool for transforming regional strategic plans into investment packages and concrete projects.

Agricultural sector in most of the Eastern Partnership (EP) and Neighbourhood (NP) countries includes a large number of households reliant to some degree on small and fragmented land plot for subsistence with limited links to markets and limited resources and growth potential.

That makes agricultural sector vulnerable and unprofitable. These factors have strong influence on increasing number of Depressed Areas[1]and villages with dying status.

The influence of post-soviet regime is still exist in these countries its reflection can be noted first of all in the definition of the administrative unit "village", like area with low level of life and social services, and with one main source of income from producing agricultural products and selling it with not competitive prices to the market.

Also, the process of production is built up on the extensive work without using "innovative technologies", the main reason of it - it is lack of knowledge about technologies that can make production more profitable for economy and environment and with less inputs from the financial and human capital. One more factor which made strong influence on slowing of regional development it is low desire to participate in cooperation with other farmers.

This problem is also the cause of the effect after "Regime time", where the main output from cooperation was not equal distribution of profits and assets between farmers. Nowadays cooperation of farmers will lead to creation of networks between their organizations and also it will help to decrease the cost of production and avoid the increasing number of fragmented lands.

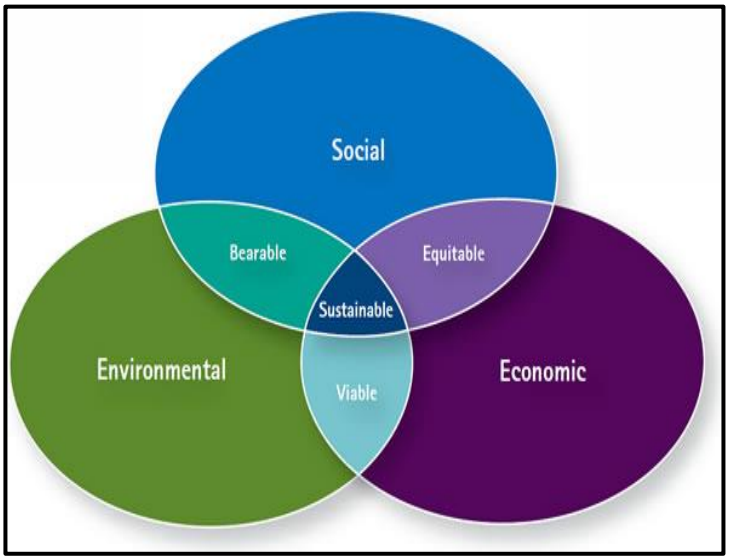
[1] Depressed area it is region where unemployment and a low standard of living prevail.

To change the situation of agricultural sector in the EP and NP countries, the system need to be rebuild with new approaches and must be based on inclusiveness of all factors of global, regional and local levels.

The fundamental approach for this restructuring can best rategy for rural development which is used for Central European Countries, and mainly based on the sustainable and inclusive development.

Sustainable and inclusive regional development

In the Communication from the commission on a Sustainable Europe for a Better World a European Union Strategy for Sustainable Development the next definition for sustainable development can be found:



Picture 1: Model of sustainable development

Sustainable development(SD) it is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development the "Brundtl and Commission", 1987), in other words ensuring that today's growth does not jeopardize the growth possibilities of future generations.

SDit is the result of harmonious inter-relations between economy, social and environment sectors.

These harmonious inter-relations lead to a:

- Equitable(intersection between economy and social);
- Viable (intersection between economy and environment);
- Bearable(intersection between social and environment) development;(Picture 1)

Inclusive development

Approach of inclusive development is emerging in 'Europe 2020' strategy with its leitmotif of 'smart, sustainable and inclusive growth'. The three arms of the strategy are intended to define a growth model in which a first emphasis is on innovation as a driver of competitiveness, with the 'knowledge' economy seen as an especially promising ambition for the EU insofar as high educational levels are perceived to be EU strengths.

While 'sustainable' is most often associated with 'green' and, latterly, with action to counter climate change, a social dimension has also been prominent in the EU

approach to sustainable development. The inclusive element in the Europe 2020 strategy is intended to encompass a higher level of employment, alongside ‘social and territorial cohesion’.

The Commission (2010) spells out a range of ‘inclusion’ challenges. These can be split into four main classes:

1) Making full use of labor potential, an orientation that is directly linked to the ‘grand challenges’ of adapting to the ageing of the population and intensifying global competition.

2) Combating poverty and its consequences.

3) Advancing social inclusion, notably by paying greater attention to opportunities and obligations over the life-cycle.

4) Ensuring territorial cohesion in the sense of preventing or reducing the extent of regional disparities.

Inclusive development is a process that should lead towards the goal of an inclusive community. It recognises that diversity is a fact of life and that differences are normal within society. Differences are due to a range of factors, some universal, some cultural and some context specific. Inclusion is thus about society changingin order to accommodate differences and combat discrimination amongst its members. The aim is equalization of opportunities.

Background of the state of regional development in Ukraine

Since 2001, the Government of Ukraine has been rolling out a new approach to regional development policy intended to address the country’s pressing issue of disproportionate economic development. The objective ofthis approach is to create conditions for enhanced regional competitiveness, to stimulate sustained economic growth, and to reduce disparities among regions.

It is based on a decentralized system of local and regional self-government, which establishes a stronger role for sub-national authorities in governing economic, social and environmental challenges.

Over the past decade, Ukraine made efforts to shift the nature of relations, attitudes and behaviours between central, regional and local governments away from top-down, centrally planned, annually budgeted programming, towards more locally-driven development initiatives based on multiyear and multi-sourced funding.

The Regional Contract instrument is perhaps the single most important innovation of the Law on Stimulating Regional Development. It is an agreement between the Cabinet of Ministers and individual oblast state administrations for cost-sharing of regional development initiatives and infrastructure. The Regional Contract institutionalizes the twin principles of transparency and equal partnership – between national and regional levels of government – while providing a practical tool for transforming regional strategic plans into investment packages and concrete projects. Such enabling actions are driven by regions empowered to push forward their economic development goals.

One of the problems that create obstacles for applying the sustainable development approach it is regional inequality. The country in transition to market economy is an increasingly important subject for the research on spatial inequality. The existence of regional disparities in the Central and Eastern European countries has been

shown in a number of studies; however few analyses have been done on regional inequalities of the post-Soviet countries, and particularly on Ukraine.

Sector-specific SWOT analysis of agriculture in Ukraine

The agricultural production sector is vulnerable to a series of risks and tendencies of both natural and anthropogenic character with potential for a strong, negative impact on agriculture.

Sustainability of rural economy, its competitiveness in domestic and foreign markets, the guarantee of food security for the country and preservation of the peasantry as the carrier of Ukrainian identity, culture and spirituality are the major goals of the current rural development strategy of Ukraine.

The development of this strategy utilised a SWOT table which was created by the research of FAO team during preparation report "Assessment of the Agriculture and Rural Development Sectors in the Eastern Partnership countries, Ukraine".

Table 1:SWOT analysis of agricultural sector in Ukraine

Strengths	**Weaknesses**
- **comparative advantage** in agriculture and food, with **huge areas of fertile arable land**; - **strong natural capacity for export** of primary agricultural commodities: wheat, sunflower, and other crops; - as compared to EU countries, **a lower cost labour force**; - agro-holdings capable of organising **effective production and export;** - **access to large CIS** markets and **WTO membership**; - an agriculture **development policy** with an **emphasis on enterprise development;**	- **unemployment in agriculture sector** what provoked**:** • labour migration; • worsening demographic situation; • decrease the moral-psychological conditions; - **vulnerability** of sector to **a number of risks** including soil erosion, drought, flood and heavy rain and frosts; - **uncompetitive products and insufficient development** of the higher value products demanded by external markets; - **low productivity** in comparison with EU countries; - state **funded support** programmes have **limited transparency,** favouring agro-enterprises which accentuates inappropriate policies and non-sustainable agricultural practices; - **a semi-subsistence type of agriculture** is practiced on the many millions **of small and fragmented land plots**; - **undeveloped market infrastructure** including handling, storage, packing, processing, cooling and distribution; **- incomplete land reform**; - **absence** of rural development **policies**; - **poorly developed social and public infrastructure**;
Opportunities	**Threats**
-new cost **effective and environment friendly technologies** have major potential; - **modernization of the quality management system** encourage **access** to new international	- **soil erosion and decreasing fertility due** to intensive cultivation; - **reliance of livestock producers on communal pasturelands** with no incentives to

markets for **higher value products;** - the **EU Association Agreement and DCFTA**[2] will open new markets; **- increasing demand for agricultural products;** **- improvement of the investment and business climate** will allow for an **increase of investments in the sector** from both local and foreign sources; **- completion of land reform** and **formation of efficient land market** will create new opportunities in the agricultural sector; **- improvement of the rural infrastructur**e by developing the roads and social structures will support business development in the rural space and consequently employment and incomes;	commercialise; - possible **failure to improve business and investment climate** thereby preventing further development and competitiveness; - **slow progress in adoption of internationalstandards** into national regulations; **- weak linkages in the supply chains and lack of success to markets** by the small primary producers; - **no pure national livestock breeding base**, dependence on imported breeds and crosses; - **intention to implement integration simultaneously**in various directions (DCFTA with EU, Customs Union with CIS countries) - **political problems** capable of **slowing development of export markets;** -declining population, especially in the rural areas(**figure1)**

The table was created on the base of FAO REU report, "Assessment of the Agriculture and Rural Development Sectors in the Eastern Partnership countries, Budapest, Hungary, 2012, p.31-32.

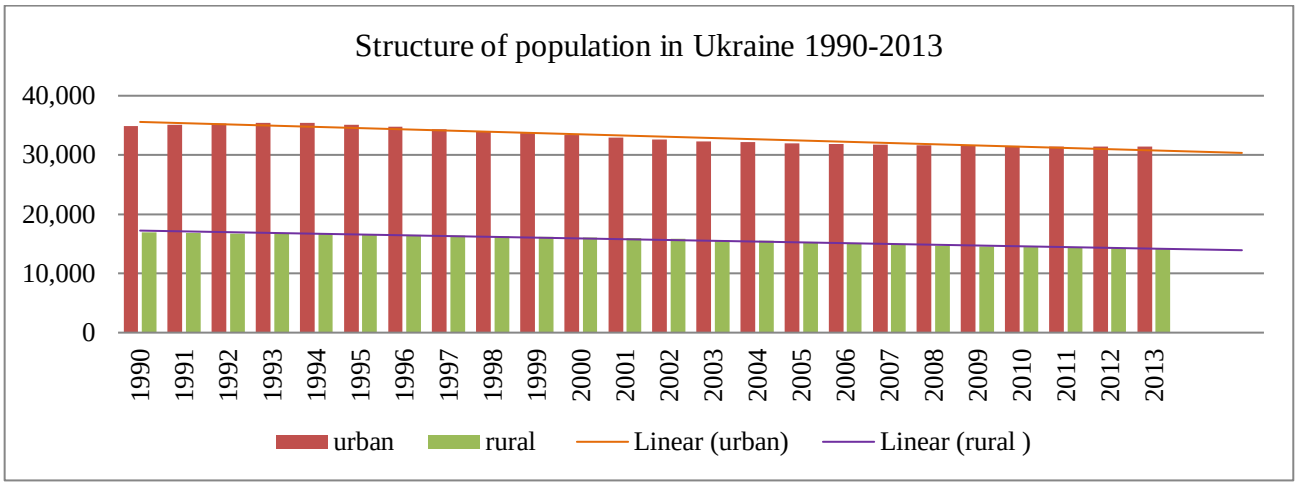


Figure 1: Structure of population in Ukraine 1990-2013

Data: State Statistics Service of Ukraine,http://www.ukrstat.gov.ua/, figure: own editing, 2013.

In the SWOT table, one of the mentioned threats we can see expressed in the figure 1, is changing the structure of population with negative slop. This tendency leads to decreasing of the number of working force in country and as well to ageing population. One of the main factors of this trend is the migration process among young people to European countries with searching future opportunities for building successful life. People not sure about their security and prosperity life inside the country.

The weaknesses mentioned above in the table 1, have constrained the emergence of a more sustainable model of development, where economic growth would benefit the

[2]DCFTA- Ukraine Deep and Comprehensive Free Trade Agreement

wider society, while remaining environmentally-neutral, if not friendly. Time frames tend to be short term and actions speculative.

In general, there is a need to promote the multifunctional role of agriculture as a more sustainable model of rural development including an agriculture system that is better connected to the markets and offers families and farmers a more rewarding lifestyle and level of income.

These needs should be addressed by a comprehensive Rural Development Programme, which will ensure that services and support is available to small farmers while at the same time investments are undertaken in rural infrastructure as a means of creating a living environment providing at least a minimum comfort level, so that the rural youth see a future and remain in rural villages.

At the same time the Rural Development has to be positioned within an Agriculture Policy which includes improvement in the functioning of the land market, opens up international markets through trade agreements, improves certification and quality control standards at all levels, and promotes environmentally sound agricultural practices.

Specific proposals include the following:

- Development of the National Code of sustainable agriculture to regulate good agricultural practices;
- Support programmes to develop food markets and competitiveness of agricultural production;
- Promoting the development of SMEs and cooperation in agriculture as a means to encourage job creation in rural areas;
- Drafting a Law on Agriculture giving legal effect to the foregoing proposals.

Conclusion and Recommendations

Nowadays Ukraine just on the step of formation of effective legislation in the sector of rural development of areas which have in their property rich natural resources, economic and cultural potential and can serve for providing full employment and make higher level of welfare among rural community.

Strategic goal of financial security of rural development is the formation of economic efficiency, ecological safety and social equality in the village.

But previously established socio-economic situation in the village allows to suggest, that agricultural areas are now in the permanent structural crisis, the main manifestations of which we can find in *low level of income of rural population, high level of usage of production utilities, especially in the sector of the housing, transport, health care, low level of production infrastructure, low level of development in small and medium business, decreasing level of the living conditions and poverty of population*.

To create the necessary conditions for transition rural communities to the permanent and complex socio-economic development it’s necessary to create long-term strategy with taking to attention all possibilities that can be provided by the financial institutions of the EU-bodies and taking example of strategy implementation methods in EU countries.

Accepted strategy for future development rural areas will allow rise-up quality of life within rural areas and will give baseline for rising up the willingness of people built their life in the rural areas.

The next recommendations can be given for building agriculture and rural development strategy in Ukraine:

1) Rural Development (RD), must be identified like of the main priorities for Ukraine under the National indicative programme, because country have a big resource potential, which should be used and can give the growing profit.

2) Due to the current situation of most of the rural areas in the country (limited access to safe drinking water, basic social infrastructure, extensive agricultural production etc.) Rural Development should be one of the priorities for the country. However, for the time being, Ukraine spends more than one billion US$ on the agriculture, sector, with a very limited funding for the rural development. Therefore, it is recommended that any ENPARD[3] support provided by the EU is aimed predominantly at RD. In addition, the support should be provided on a basis of matching funds provided by the government. This would effectively double the impact at half the costs, without severely affecting the support system for the large scale agriculture.

3) Although there is a declarative consensus (inclusion in strategic documents, elaboration of specific programmes) on the need for improvement in both government policies and funding for Rural Development, in practice most of the government programmes are not funded or underfunded. While the rural development inclusion advocacy is generally donor driven, the final decision making rests with the executive authorities.

It is recommended that ENPARD approaches are based only on adopted Governmental policy documents and in line with support programmes developed by the Ministry of Agrarian Policy, as it appears that it has sufficient capacity to meet at least the initial needs for administering of such initiatives.

4) While discussing the sector there were very different opinions in regards to agricultural output and productivity versus rural livelihoods, as well as rural areas versus urban centres. Also there are a big gap between number of big agricultural producers and small farmer's households.

Opinions in this regard are quite divided on which category should be supported more or less through the budget, usually by emphasizing the low cost/benefit when supporting the lower categories and the lack of social dimension when supporting the upper categories.

5) The existing setup for funds disbursement seems credible and effective enough, especially taking in consideration the amount of funds disbursed annually. Testing the system through a standard rural development support scheme would probably need capacity building; given the size of the country a regional approach for this capacity building might be more recommendable. The Establishment of payment agencies is not recommended or needed in the current situation of the RD sector (level of funding, capacity of the current administration, existing support structures such as registers and databases).

References:

[3]ENPARD –European Neighborhood programme for agriculture and rural development.

1. Commission of the European communities, Brussels, 15.5.2001, COM(2001)264 final, Communication from the commissiona Sustainable Europe for a BetterWorld:
A European Union Strategy for Sustainable Development, 17p..
2. IzReal.EU – It's really you; tag archive Sustainable, http://izreal.eu/tag/sustainable/;
3. European Commission, Communication from the Commission Europe 2020: A strategy for smart, sustainable and inclusive growth, Brussels, 3.3.2010, COM(2010) 2020,(37), p. 8-17;
4. FAO Regional Office for Europe and Central Asia (REU), Budapest, Hungary, 2012 (61): Assessment of the Agriculture and Rural Development Sectors in the Eastern Partnership countries, Ukraine, p.31-33;
5. National University of Life and Environmental Science of Ukraine, Faculty of Economics, Kiev, Ukraine, I.Dolzhenko, PhD, assistant professor of finance and credit : Methodological approaches to determining the tax assessment and field enterprises tax burden; UDC 336.221;
6. State Statistics Service of Ukraine,http://www.ukrstat.gov.ua/;
7. State Statistics Service of Ukraine, Statistic yearbook of Ukraine 2011, ISBN 978-966-2224-36-8, (559), Kiev, 2012;
8. Regional development tools in Ukraine, manual/VolodymyrVakulenko, Olha Berdanova; Kyiv: 2013. – 286p., ISBN 978-617-684-015-2

Marketing and innovations : intercommunication and influence on activity of enterprise,Gaponenko T.M.

Annotation. In the article the scientific going is systematized near determination of essence of concept "innovation" and this determination is specified. Description of intercommunication of marketing and innovations and their influence is given on activity and development of enterprise. Problems and consequences of application of innovations and marketing principles are analysed in activity of enterprises.

Key words: marketing, innovations, innovative development ,enterprise.

Raising of problem. For today development of marketing and effective application of his tool next to introduction of innovations occupy a key place in the decision of stabilizing problems and increase of efficiency of activity of enterprises, achievement of the put market aims in particular and forming of positive progress of economy of country trends on the whole. However it remains the problem of application of marketing on an enterprise and his deep quality changes. Also next to the used enough concept "innovation" a problem is remained by absence of the clear understanding and determination of his essence.

Analysis of the last researches and publications. Opening суті to marketing and feature of application of his basic principles in activity of enterprise it is represented in labours of many home and foreign scientists. The tool of the classic marketing in theory is reasonable and worked out in labours of such scientists as F. Kotler [12], Jean Jak Lamben [13], G. Evans [9], E. Dihtl, H. Hershen [3], S. Garkavenko [1] and others like that. The ground of general theoretic principles of innovative management and essence and role of innovations in the economy of enterprises such scientists engaged in as J. Shumpeter [30], P. Druker [5,6], B. Santo [23], B. Tviss [27], F. Nikson [10], R. Phathudinov [28]. Results of researches of innovative activity of enterprises and questions that up to a point touch the range of problems of applications of marketing and innovations on an enterprise, were lately illuminated in the scientific publications of S. Illyashenko [14], V. Grinyova and V. Vlasenko [2], G. Pyatnicka [21], V. Solovjov [25], S. Kovalchuk [15], V. Najdyuk [18], O. Yurchak [19] but other. The modern scientific works sanctified to the innovations

find out the necessity of research and measuring of innovative activity, however offer the prepared solutions. A fundamental problem here is absence of clear determination of this concept and related to it consequences for activity of enterprises.

Research aim - to systematize the scientific going near determination of essence of concept "innovation" and date own determination, to analyse intercommunication of marketing and innovations in activity of enterprise and educe problems that exist at the use of marketing approaches and innovations on an enterprise.

Exposition of basic material. In the conditions of difficult economic situation in Ukraine there is a necessity of adaptation of enterprises to the modern market environment with his dynamic changes. Thus extraordinarily important is application of innovative marketing strategies taking into account consumer need.

With the use of achievements of scientific and technical progress enterprises perfect the methods of satisfaction of necessities of consumers. Possibilities to create and give all more effective products and services to the consumers appear. New knowledge allow not only to perfect products and services but also cut prime cost wares and improve their quality. Marketing innovations assist the increase of enterprises and realization of their potential. Analysing intercommunication of marketing and innovations, it is first of all necessary to define essence of innovation.

Learning labours of many scientists, that investigated the theme of innovations, innovative activity, innovative development in a that or other degree, determination over of essence of concept "innovation" is farther brought and given them in a next kind (Table).

Table

Determination of essence of concept "innovation"

Author	Determination of essence of concept "innovation". Innovation - it:
1	2
J. Shumpeter [30]	new scientifically-organizational combination of productive factors, that is motivated by an enterprise spirit
P. Doyl [4]	new benefit that is got by consumers
R. Phathudinov [20]	result of intellectual, scientific and technical or other activity in a that or other sphere in relation to the effective change of management object by the management of novelties
B. Tviss [27]	process, in that an invention or idea acquires economic maintenance

B. Santo [23]	public-technical-economic process, that through the practical use of ideas and inventions results in creation of the best on the properties wares, technologies, and in case if an innovation is oriented to the economic value, id est profit, her market entry can bring an additional acuests
F. Nikson [10]	сукупність технічних, виробничих і комерційних заходів, що зумовлюють появу на ринку нових та вдосконалених промислових процесів та обладнання
B. Webster [32]	totality of technical, productive and commercial events that predetermine a market entry new and improved industrial processes and equipment
P. Druker [5]	special instrument that allows to the businessman to use changes and convert them into new possibilities for opening of new business or grant of new service
M. Huchek [29]	a process of intentional changes is in a technique, technology, organization of production
L. Romanenko [22]	innovation in industries of technique, technology, organizations of labour and management, based on drawing on accomplishments of science and advanced experience, that will realize these innovations in the most various industries and spheres of activity; economic and technical innovations. Envisage a start in the production of new commodities, introduction of new productive processes, technologies, application of progressive forms of organization of production, enterprise, marketing
S. Kovalchuk [15]	quality changes in a production, that come true by the subjects of menage as NT, types of products and various services, organizationally-technical and socio-economic decisions in productive, financial and commercial activity of firm
S. Mocherniy [17]	introduction of new technique, technology, organization of production and sale of commodities and others like that, that gives an opportunity to obtain advantages above competitors
Economic encyclopaedia [7]	the new going is near constructing, production, sale of commodities, due to that інноватор and his company obtain advantages above competitors
Economic terminological reference dictionary-book [8]	new achievements are in the industries of technology or management, intended for the use in an operating-room, investment or financial activity of enterprise
International standards [26]	end-point of innovative activity, that got embodiment in the new or improved product inculcated at the market, new or improved technological process that is used in practical activity or in the new going near social services
A law of Ukraine is "On innovative activity" [20]	accrued (applied) and (or) improved competitive technologies, products or services, and also organizationally-technical decisions of productive, administrative, commercial or other character, that substantially improve a structure and quality of production and (or) social sphere, id est at determination of innovations an accent is done on end-point of scientific or scientific and technical process that is sent to the improvement in a that or other sphere

Leaning on the interpretations of maintenance of concept presented higher innovation draw conclusion, that all they conditionally can be united in groups in that innovations are a а) instrument; by the б) result of invention, в) process of quality changes; by г) combination of semantic elements. The far of scientists sticks to at

determination cyri innovations certain from these approaches. Working out these and other sources, consider a necessity to point the own understanding of essence of this determination. Thus, an innovation is a result of intellectual, scientific and technical, technological, administrative or other activity, that got embodiment in a new product, process, technology or service and substantially improves quality of production and (or) social sphere.

The competitive edges of enterprise today largely provide rapid reaction on the new necessities of market and rapid introduction of novelties. Success of innovations, speed of their introduction, depend on efficiency of marketing activity. The values of marketing and innovations grow presently. In relation to this question, then prominent practical worker and specialist from marketing – P. Druker [5], - said, that in business there are two base functions that is able to generate a profit - marketing and innovations, and all other are charges. All functions in business submit two basic - to earning of money and satisfaction of necessities of consumers.

Exactly development of marketing is the continuous chain of innovations. Origin of conceptions of the marketing informative system, system of support of decisions, programs of loyalty of consumers, programs of management mutual relations with a consumer, multilevel segmentation, idea of reposition, the uses of instruments of merchandaising, theory of the laterally marketing testify to innovativeness of marketing activity [16].

Enterprises oriented to development usually elect strategy of innovations. Realization of innovative strategies requires fundamental changes in an organizational structure, management, marketing orientation and philosophy of organization.The estimation of innovations must come true on results introduction. A the same innovation can be used for the good of consumers, society, humanity, and can assist degradation of man, society, humanity. If an innovation satisfies necessities and interests of producer and consumer, but results in degradation of society and all humanity, then a that case this innovation does not assist to development. It is therefore important to examine and estimate all innovations, including marketing innovations, as a system of all innovative process with consideration of results of

introduction. The estimation of the system, first of all, is begun with aims, strategies, tactics, choice of marketing conception.

If an innovation satisfies necessities and interests of producer and consumer, but results in degradation of society and all humanity, then a that case this innovation does not assist to development. It is therefore important to examine and estimate all innovations, including marketing innovations, as a system of all innovative process with consideration of results of introduction. The estimation of the system, first of all, is begun with aims, strategies, tactics, choice of marketing conception.

Development of marketing is related to the change of concept "marketing", with perfection of complex of marketing elements, appearance of new type of marketing. Now modern approaches offer creation not only of separate elements of marketing activity, and forming of the single marketing system, where all elements are associate. The system marketing is examined from the point of view of approach of the systems, he unites all directions of activity in the field of marketing from start to finish [15].

The Japanese researchers give next classification to development of the marketing systems [24]: 1. Epoch of the absolutely new systems. Origin of marketing as such in connection with a market saturation by commodities. On the first plan is a "novelty" as спонукач of necessity. 2. An epoch of social values (social marketing) is motion for rights for consumers. 3. An epoch of the scientific systems is the systems of the strategic planning. 4. Creation of the systems of permanent competitive edges. 5. Construction of the system of realization of organizational potential. 6. Creation of the systems of satisfaction of necessities of consumers : transition from relative to absolute. 7. System innovations of intercommunications with clients: course on providing of loyalty of clients. 8. A complex system innovation and business are a model. The marketing system grows into the complex all-embracing system that embraces all business on the whole. 9. Modern system innovations and creation of base of permanent clients. Principle of the modern marketing systems - to "create and support a client base by satisfaction of needs of customers and strengthening of connections with them".

Marketing always was sent to creation of the innovative market systems. Creating such system, structural copulas form her, administrative resources are concentrated and combine with planing having a special purpose results.

If innovations, that better answer or assist satisfaction of necessities of humanity, his perfection, forming of new society, increase of his intellect, appear, interests of future generations take into account, assist the improvement of quality of life, economy of resources, then task to marketing - to create the marketing system for forming of demand on these innovations and acceleration to their introduction [15]. For this purpose it is necessary to apply the modern effective instruments of marketing, form the single innovative system.

In a modern economic environment, marketing and practically all innovations inculcated on an enterprise closely intercommunication inter se. On this occasion have such expressions of classics of management productive companies : practical worker of H. Ford - "Business must bring in a return. he will die otherwise. But if to carry on business with an only aim is a receipt of profit - he also will die sooner or later, as will lose reasons of the existence" [11]; theorist P. Druker : "Marketing is basis. he determines direction of business on the whole, because all business is examined from the point of view of end-point, id est from the point of view of consumer. In accordance with it it is interested and responsible attitude toward marketing must spread to all spheres of enterprise"[6].

Combination of these concepts and gives a marketing management - process of planning, market analysis on the whole and certain situations on him, further process of forming of aim, strategic and tactical actions, that answer a mission, resources, possibilities of that or other enterprise, that is accompanied by practical realization, estimation, bringing of amendments, necessary for an achievement certain aims.

Philosophy of the internal marketing (internal marketing) consists in that through effective satisfaction of own necessities of persons, that pursue a marketing policy, enterprises increase the possibilities of maintenance of external consumers in the sphere of his influence that is the guarantee of long duration survival at the market. The management of company can work out irreproachable external

marketing strategy, but her general success substantially will depend on quality and inspiration of marketing specialists. Therefore the methods of the internal marketing must change going near renting and professional perfection of personnel that directly engages in marketing [15].

Philosophy of the external marketing in practice is incarnated in short-term marketing and financial strategies that constantly must meddle with medium-term and answer long-term strategies, to assist their achievement and realization of mission of enterprise, firm, establishment. It is therefore necessary to bring over to marketing every employee of enterprise with the aim of forming of more strong internal and external connections for more effective creation and presentation of value to the consumers. It is necessary to make sure of that short-term marketing aims can be attained with the help of combination of marketing instruments, strong parties and resources, that is owned by this enterprise and to set the clever short-term financial goals, related to the long-term tasks of this enterprise, that is supported by the real plans and budgets [15]. Certain indexes of prognoses, budgets, calendar plans are the important instruments of watching of progress that is arrived at on results practical activity of marketing plan.

Lately in the spotlight of many marketing directors a question remains actual in relation to the future marketing, his possibilities, as that in what direction it is needed to change marketing standards, what qualities must develop in itself marketing organizations. However for today it is enough to examine only the necessity of input of marketing, attention problems present in marketing need. Among other it is possible to distinguish the following: insufficient focus to the market and clients, absence of the integral understanding of the consumers, weak monitoring and analysis of competitors, inadequate marketing plans and planning problems, weakness of brand politics and others like that. Also to the problems of marketing it follows to take weak integration with other subdivisions into an enterprise, developed not enough skills of leadership in strategies, financial orientation and others like that. In the same time a requirement grows in the quality marketing.

It is necessary to mark and positive consequences from application of marketing on an enterprise. Marketing outlived the quality internal changes complemented by new technological possibilities [19]: a brand confesses as the most valuable asset of companies and marketing attached quite a bit efforts, to show out brand politics, facilities and instruments on a corresponding level; a management categories and segments became a quality jump from the state of 90th "making products and services"; conception of responsibility before society and consumer (CSR) won a complete victory; web-marketing opened a road in business to hundreds of new companies and cardinally changed the method of cooperation at the market other; conceptions of value for a consumer, approach of outside - in - created considerable steps in a mass conquest and realization of quality changes in companies; professional and social associations, - not unassisted marketing, - began to play an all greater role both advancement of brands and in creation of new standards.

Without regard to all progress and development, marketing does not provide expectations from business and mission. Marketing must change - it is needed to rethink and change in organizations his role, position and, accordingly, his lasability greater value for business. Clarification of marketing roles, deep changes in competenses and qualities that needs to be developed, inspiring is real examples of transformation of world leaders, creation of association of the best companies is all can be going near the decision of marketing problems. Beginning transformation in the company costs from: a) definitions, - from marketing in organizations (his missions) and determinations of roles and functions in accordance, - to the calls, possibilities and necessities of business, b) determination of the own areas of height, change in the structure of enterprise.

Conclusions and prospects of further researches. Ukrainian experience in relation to innovations takes place in gradual development, however this development is so effective, as it is expected by society. Combination of marketing and innovative approaches will assist the increase of competitiveness of enterprises in a long-term prospect.

The got results can be fixed in basis of further researches in relation to the improvement of acceptance of administrative decisions in relation to effective application of innovations on an enterprise.

ESTIMATION OF FINANCIAL INSOLVENCY OF BANK INSTITUTIONS

T.I. YEVENKO, graduate student of
National University of Life and Environmental Sciences of Ukraine

In connection from the decline of liquidity and solvency of bank institutions sharply the questions of financial insolvency appear in an unsteady market environment which was folded in Ukraine. For the estimation of financial insolvency it is suggested to use the integral method of prognostication of financial crisis of bank institutions and rating method of CAMELS (method of NBU), which consists in determination of the general state of bank after all directions of his activity. In the article found out advantages and lacks of the noted methods, the problems of application of method of CAMELS and possibilities of its adaptation are set in practice of domestic bank institutions for the estimation of financial insolvency .

Key words: financial insolvency, liquidity, total obligations, integral index, coefficient of variation, method of CAMELS.

Entry. The key problem of modern economy of Ukraine is a crisis of non-payments in the banking system. The questions of financial insolvency in an economic situation, which was folded in Ukraine as a result of world financial crisis, take on the special significance, that it is related to the considerable decline of solvency, profitability of bank institutions.

Finding out of essence of bank crises from point of possibilities of their research in an analytical process allows to form the adequate system of analytical indexes of diagnostics of the crisis phenomena and methodical tool of their evaluation.

Analysis of the last researches and publications. Large attention is spared the question of estimation of financial insolvency and bankruptcy from the side of domestic and foreign research workers. Such leading scientists were engaged in development of methods and criteria of prognostication of bankruptcy as E. Al'tman, In. Biver, Forest, Gramme. Springeyt, Dzh. Taffler, Gramme. Tishou, D. Dyuran,, Gramme Sayfullin. Kadikov, V. Kovalev but other. Ponderable payment in the decision of questions of bankruptcy and antikrizovogo management was done by

domestic scientists: And. Beetle, L. Ligonenko, O. of Tereschenko, In. Martinenko, T. Teslenko but other However much the certain failings which complicate possibility of their application in Ukraine have both foreign and domestic, methods. Consequently actual is research of their advantages and failings with the purpose of exposure of possibility of adaptation for the use in Ukraine.

The purpose of the article is an estimation of the financially helpless probed bank institutions by modern methods.

Exposition of basic material. There is plenty of methods of prognostication of financial crisis of bank institutions among which it follows to mark the integral method of V.S. Kromonova and rating method of CAMELS (method of NBU).

By the classic example of the ball system of determination of reliability of banks, that is widely used in world and domestic practice, there is the rating system CAMELS [2,4]. Basis of the rating system CAMELS is an estimation of risks and determination of ratings estimations after such basic components:

„C" is (Capitaladequacy) adequacy of capital; an estimation of capital of bank is from point of his sufficientness for defence of interests of depositors;

„A" is (Assetquality) quality of assets; an estimation of possibility of providing of returning of assets, and also influence of problem credits, is on the financial general of bank;

„M" is (Management) a management; an estimation of methods of management bank establishment is taking into account efficiency of its activity, order of work, methods of control and implementation of the set laws and normative acts;

„E" is (Earnings) a receipt or profitability; an estimation of profitability of bank is from point of sufficientness of his profits for the prospects of expansion of bank activity;

„L" is (Liquidity) liquidity; an estimation of level of liquidity of bank is from point of its sufficientness for implementation of both ordinary and unforeseen, obligations;

„S" is (Market of risk sensitivity) a sensitiveness to the market risk; estimation of sensitiveness of receipts of bank or economic cost of his capital to the favourable

changes of interest rates after the attracted and placed money, rates of exchange, price-waves on papers and others like that [2, 4].

Among the index ratings methods of analysis of the financial state of banks biggest-selling is a method of V.S. Kromonova [6]. At the use of this approach for establishment of level of reliability of bank six evaluation indexes of the financial state of bank (k1, k2, k3, k4, k5, k6) and weigher coefficients are determined for each of them (table. 1).

Table 1

Method of ratings indexes of V.S. Kromonova

№	Index	Algorithm	Decoding	Critical granicya	Meaningfulness, %
1	2	3	4	5	6
1	General coefficient of reliability	$K_1 = \frac{Pa}{Wa}$	Pa - property asset; Wa - workings risk assets	1	45
2	Instantaneous liquidity ratio	$K_2 = \frac{LA}{OG}$	LA - liquid assets; OG - obligation general delivery	1	20
3	Race-coefficient	$K_3 = \frac{T_o}{Wa}$	To – total obligations	3	10
4	General liquidity ratio	$K_4 = \frac{LA + P_C}{T_O}$	Pc - protected capital as buildings, equipment, to the inventory, capital investments, precious metals	1	15
5	Coefficient of protected of capital	$K_5 = \frac{P_C}{P_K}$		1	5
6	Coefficient of fund capitalization of income	$K_6 = \frac{Pa}{Ch}$	Ch - chartered capital	3	5

As a rule, weigher coefficients are set on the basis of questioning of experts which have the proper level of professional preparation and considerable experience of bank activity**.**

Major is a general coefficient of reliability, expected as a relation of capital to the risk assets, which has most weight, – 45%. An integral index ($_N$) settles accounts as a sum of base coefficients taking into account their weight:

$$N = (k_1/1)\times 45 + (k_2/2)\times 20 + (k_3/3)\times 10 + (k_4/1)\times 15 + (k_5/1)\times 5 + (k_6/3)\times 5 \quad (1)$$

10 Ukrainian banks the financial state of which is appraised with the use of method of V.S are select a research object. Kromonova . In an order to estimate the final rating of these banks, it is necessary to expect the coefficients of K1-K6. The values of coefficients of K1-K6 are presented in tabl.2

Table 2

Calculations of indexes of rating of V.S. Kromonova by the state on 31.12.2012

№	Bank institutions	Indexes					
		General coefficient of reliability (K1), %	Instantaneous liquidity ratio (K2), %	Race-coefficient (K3), %	General liquidity ratio (K4), %	Coefficient of protected of capital (K5), %	Coefficient of fund capitalization of income (K6), %
1	Privatbank	0,16	1,07	1,35	0,19	0,14	1,23
2	Rayffayzen Bank Aval'	0,19	0,66	1,27	0,29	0,45	2,11
3	Prominvestbank	0,14	0,72	0,97	0,16	0,53	1
4	Ukreksimbank	0,27	0,84	1,07	0,3	0,13	1,09
5	OTP Bank	0,19	0,53	0,91	0,18	0,14	1,22
6	Oschad bank	0,27	0,93	0,99	0,27	0,16	1,17
7	VTB Bank	0,15	1,02	1,15	0,15	0,23	0,75
8	KrediAgrikol Bank	0,13	0,92	1,11	0,28	0,29	1,32
9	Praveks-bank	0,32	0,52	0,98	0,33	0,54	1,34
10	Rodovid bank	10,8	0,65	15,48	0,12	0,14	0,3

After a formula 1 (taking into account critical granic' and meaningfulness of separate coefficients) will expect the final ratings of the probed banks the trust of population and enterprises to him is finally undermined.

For example, of calculation of the final rating of banks on 31.12.2012 y.:

N «Privatbank» on 31.12.12 = 0,16*45 + 1,07*20 + 1,35*10/3 + 0,19*15 + 0,14*5 + 1,23*5/3 = 38,7 %.

N «Rayffayzen Bank Aval'» on 31.12.12 = 0,19*45 + 0,66*20 + 1,27*10/3 + 0,29*15 + 0,45*5 + 2,11*5/3 = 36,1 %.

N «Prominvestbank» on 31.12.12 = 0,14*45 + 0,72*20 + 0,97*10/3 + 0,16*15 + 0,53*5 + 1*5/3 = 30,65 %.

N «Ukreksimbank» on 31.12.12 = 0,27*45 + 0,84*20 + 1,07*10/3 + 0,3*15 + 0,13*5 + 1,09*5/3 = 39,48 %.

N «OTP Bank» on 31.12.12 = 0,19*45 + 0,53*20 + 0,91*10/3 + 0,18*15 + 0,14*5 + 1,22*5/3 = 27,62 %.

N ПАТ «Oschad bank» on 31.12.12 = 0,27*45 + 0,93*20 + 0,99*10/3 + 0,27*15 + 0,16*5 + 1,17*5/3 = 40,85 %.

N «KrediAgrikol Bank» on 31.12.12 = 0,13*45 + 0,92*20 + 1,11*10/3 + 0,28*15 + 0,29*5 + 1,32*5/3 = 35,8 %.

N «Praveks-bank» on 31.12.12 = 0,32*45 + 0,52*20 + 0,98*10/3 + 0,33*15 + 0,54*5 + 1,34*5/3 = 37,95 %.

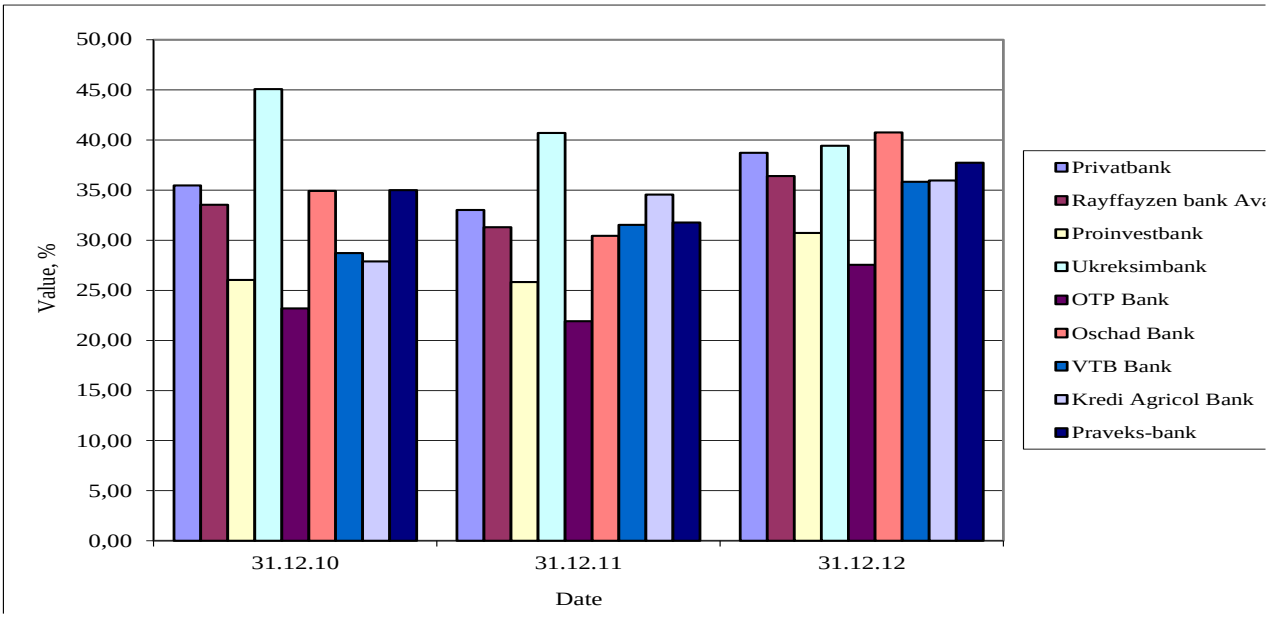
N «Rodovid bank» on 31.12.12 = 10,8*45 + 0,65*20 + 15,48*10/3 + 0,12*15 + 0,14*5 + 0,3*5/3 = 553,6 %.

Results of calculation of integral index of V.S. Kromonova show that a sanaciyniy bank has the most rating «Rodovid bank » the integral index of which the last 2 years was constantly increased and on the end of 2012 attained a level 553,59 %, that more than in 5 times higher, than rating hundred-per-cent reliable bank. Such situation is a certificate, foremost, that ever-higher correlation of property asset has this bank to the workings assets. Due to it rating of K1 in the calculation of integral index was 485,98 %, that his basic part. Negative financial result was represented on the cost of own capital, that resulted in the increase of the chartered capital of bank, which all losses were liquidated due to.

Thus, in « Rodovid bank» there was such situation, that due to the considerable exceeding of book value of capital above profitable assets as a result of writing from balance of greater part of these assets and addition to the property asset, the ever-higher value of the integral rating of V.S has a bank. KromonovaIt is needed substantially to improve a management this bank and conduct rebrending.

Metodika V.S. Kromonova can not be a standard for the estimation of the financial state of banks and must be supported the method of CAMELS, which is offered by NBU in the Decision ¹ 171 from 08.05.2002.

Dynamics of integral index of V.S. Kromonova for the probed (not sanaciynikh) banks for 2010-2012 presented on ris.1.



Ris. 1. A dynamics of integral index of V. S. Kromonova is for the probed banks for 2010-2012 % Source: It is expected an author

Information rice. 1 testify that in the last 3 years integral rating of V.S. Kromonova for all probed banks is near enough one to other and is within the framework from 20 % to 45 %. It goes to show that analysable jars have rating at the level of 0,5 from hundred-per-cent reliable jar.

It follows to mark circumstance that at the end of 2012 years range of values of integral index of V.S. Kromonova was considerably less than, than two years ago. It can be traced, at first, comparing the minimum and maximal values of N (they made the end of 2012 27,54 % but 40,75 % accordingly, and on the end of 2010 – 23,2 % but 45,07 %). But more high-quality conclusion it is possible to do about the range of values of integral index, expecting him standard deviations and coefficients of variation.

Previous calculations for finding of standard deviations and coefficients of variation are presented in a table. 3.

Table 3

Previous calculations are for finding of quadratic rejections and coefficients of variation of integral indexes of V.S. Kromonova for the probed banks

№	Bank institutions	Value of integral index of Kromonova (x)			x - $\bar{x}$			(x - $\bar{x}$)^2		
		31.12.10	31.12.11	31.12.12	31.12.10	31.12.11	31.12.12	31.12.10	31.12.11	31.12.12
1	Privatbank	35,45	33,00	38,70	3,25	1,78	2,81	10,54	3,17	7,90
2	Rayffayzen Bank Aval'	33,54	31,30	36,39	1,34	0,08	0,50	1,79	0,01	0,25
3	Prominvestbank	26,04	25,83	30,72	-6,16	-5,39	-5,17	37,98	29,08	26,74
4	Ukreksimbank	45,07	40,68	39,41	12,87	9,46	3,52	165,72	89,55	12,37
5	OTP Bank	23,20	21,93	27,54	-9,00	-9,29	-8,35	81,07	86,39	69,70
6	Oschad bank	34,92	30,43	40,75	2,72	-0,79	4,86	7,39	0,63	23,61
7	VTB Bank	28,70	31,53	35,81	-3,50	0,31	-0,08	12,24	0,09	0,01
8	KrediAgrikol Bank	27,88	34,55	35,94	-4,32	3,33	0,05	18,69	11,06	0,00
9	Praveks-bank	34,98	31,75	37,73	2,78	0,53	1,84	7,74	0,28	3,37
Sum		289,77	280,99	322,99				343,16	220,27	143,95
Middle		32,20	31,22	35,89						

Source: It is expected an author on the basis of information of the financial reporting of banks of Ukraine from a site NBU [5]

On a base information of tabl.3 will expect standard deviations of integral indexes of V.S. Kromonova for the probed banks:

$$\sigma_{31.12.10} = \sqrt{\frac{343,16}{9}} = 6,17\ \%; \sigma_{31.12.11} = \sqrt{\frac{220,27}{9}} = 4,95\ \%;$$

$$\sigma_{31.12.12} = \sqrt{\frac{143,95}{9}} = 4\ \%.$$

Standard deviation of integral indexes of V.S. Kromonova for the probed banks at the end of 2012 years was 6,17 %.

During 2011 year it diminished to 4,95 %, and during 2012 – yet to 4 %.

Will expect the coefficients of variation of integral indexes of V.S. Kromonova:

$$\nu_{31.12.10} = \frac{6,17}{32,2} * 100\% = 19,18\ \%; \nu_{31.12.11} = \frac{4,95}{31,22} * 100\% = 15,85\ \%;$$

$$\nu_{31.12.12} = \frac{4}{35,89} * 100\% = 11,14\ \%.$$

Variation of integral indexes of V.S. Kromonova for the probed banks in the last 3 years is in a range from 11,14 % to 19,18 %, that far below maximum index 30 %. It testifies to insignificant oscillation of values. Thus, in the last 2 years a clear tendency proslidkovuet'sya to the decline of range of values of integral indexes of V.S. Kromonova for the probed banks

Determination of complex rating estimation after the method of CAMELS is a sub"ektivnim process, he it must be good grounded and to lean against persuasive arguments. A complex rating estimation can not be determined as middle arithmetic ratings estimations after the components of the rating system; must be an integer and take into account all basic factors which are represented at determination of ratings estimations after all of the tools [1].

The first stage of the use of this method is foreseen by research of sufficientness of capital.

From objective factors which influence on the results of research of sufficientness of capital, we matter and dynamics of indexes of regulyativnogo capital, norms of capital and profitability of capital. Previous conclusions followings in relation to these indexes:

In the last three analysable years the probed jars are executed by the norms of capital. The most convincing implementation of relative norms of capital is demonstrated by sanaciyniy «Rodovid Bank», the least convincing is «Privatbank».

A dynamics of absolute values of regulyativnogo capital of five probed banks (A «Privatbank», «Prominvestbank», «Ukreksimbank», «Oschad Bank», «KrediAgrikol' Bank») in the last 2 years is positive. Bank institutions are «Praveks-bank» and «Genealogy for analysable period the negative values of index of profitability of capital have Bank» stably, however jars «Prominvestbank» and «VTB have Bank» negative profitability of capital even on one of three last years.

Most reliable after the index of sufficientness of capital are jars «Oschad bank» and «KrediAgrikol' Bank», which due to the high level of management a capital and relatively low level of the negatively classified assets the best estimation is proposed - 1. «Rodovid Bank» is got by the lowest rating of sufficientness of capital, because

this bank has stable negative profitability of capital and level of backlogs after active operations, perevischuyuchiy 60 % from the cost of regulyativnogo capital of bank. Only these two factors allow to appropriate this bank the last five mark in rating.

Most reliable in quality of assets is «Prominvestbank» and «Oschad Bank». These jars adhere to the normative requirements, set NBU, in relation to a credit risk and investing. From afore-mentioned reasons «Prominvestbank» and «Oschad Bank» the best estimations - units are proposed.

Research of level of management of banks rotined that most reliable after the level of management is «Privatbank», «Prominvestbank» and «KrediAgrikol' Bank». In «Privatbank» is the good understanding guidance of bank of risks, with activity of bank, with changes in an economic environment, and knowledge of observant advice with the matters of bank. Very developed network of branches and separations. News technologies is used information in-process bank.

The lower level of management is observed in «Privat bank» which is in the stage of sanacii. A level of previous management was low, that resulted in an unoptimum structure credit a brief-case and subzero financial results.

High profit has «Rayffayzen Bank Aval», however much he has low quality and diversification of assets, that is why he got rating of «2».

A level of liquidity of the probed banks is higher as compared to other criteria. Only rating of liquidity has one bank below, than «2», in particular, bank «Rodovid Bank» which gets the lowest rating of liquidity, because this bank in an analysable period did not attain a normative value.

Four bank institutions have the greatest rating of liquidity due to that the volumes of liquid assets of these banks during the last years grow stably, the norms of liquidity stick to and have a positive dynamics. Large experience has guidance of these banks in a management liquidity. Yet 5 banks get rating of «2», that have small problems in a management liquidity but stably adhere to the norms of liquidity.

Stable implementation by the jars of norms of liquidity, in opinion of author, is investigation not very much severe policy of NBU in relation to the norms of liquidity. Requirement to the different norms of liquidity make from 20 % to 60 %,

that liquid assets must make only part from the volumes of the proper to them obligations.

The lower level of sensitiveness to the risks is had: «Privatbank», «KrediAgrikol' Bank», which got «Prominvestbank» rating of «1». For these banks a characteristic high level of diversification of assets, observance of requirements, is in relation to a market risk, high efficiency of internal control of risks.

«Praveks-bank» and STALEMATE «Rodovid Bank» is characterized by an ever-higher sensitiveness to the risks. Low level of management risks. The low level of management a market risk results in the frequent exceeding of limits (limitations) and to the receipt of losses after separate operations, that is negatively represented on the aggregate result of activity of banks. From these reasons the worst estimation is proposed - «5».

Final ratings estimations can be proposed by the exposure of estimations which meet more frequent all. The count of arithmetical mean estimations in accordance with Instruction is forbidden [1].

The values of the final ratings of banks are presented in tabl.4.

Table 4

Final ratings of banks after the method of CAMELS

Bank institutions	C	A	M	E	L	S	Rating, proposed after the most frequent estimations
Privatbank	2	2	1	1	1	1	1
Rayffayzen Bank Aval'	2	3	2	2	2	2	2
Prominvestbank	2	1	1	3	2	1	1
Ukreksimbank	2	2	2	2	2	2	2
OTP Bank	3	2	2	2	2	3	2
Oschad bank	1	1	2	2	1	2	2
VTB Bank	3	4	3	3	1	3	3
KrediAgrikol Bank	1	1	1	1	1	1	1
Praveks-bank	4	4	4	5	2	5	4
Rodovid bank	5	5	5	5	5	5	5

Source: It is made an author

Thus, the greatest final rating among the probed banks has STALEMATE of «KrediAgrikol' Bank» which on analysable all indexes has the final rating of «1».

Four jars get the final rating, even «2». Among these banks two banks are state.

«VTB Bank» as a result of instability of financial results, in relation to the high level of risks after credits, and also a failure to observe of some norms in separate periods gets the final rating, even «3».

A «Praveks-bank» has a unsatisfactory financial results, high level of risk after credits, negative dynamics of assets, reduction of number of separations, low level of management. As a result of everything above enumerated the final rating of this bank makes «4».

The most unfavorable rating among all probed banks has a sanaciyniy bank «Rodovid Bank». After all parameters he has the most low rating, even «5». Thus, application of methods of estimation of the financial state of the probed banks resulted to in enough different results. As be discovered, each of these methods has the advantages and failings.

Conclusions. Conducting the rating analysis of the financial state of the probed banks by the methods of V.S. Kromonova and CAMELS, it is possible to draw conclusion, that in «Rodovid Bank» there was such situation, that due to the considerable exceeding of book value of capital above profitable assets as a result of writing from balance of greater part of these assets and addition to the property asset, the ever-higher value of the integral rating of V.S has this bank. Kromonova.

Calculation of integral indexes of V.S. Kromonova shows that variation of values for the probed banks in the last 3 years is in a range from 11,14 % to 19,18 %, that far below maximum index 30 %. It testifies to the insignificant vibrations of values. The stable negative dynamics of coefficient of variation is besides traced.

Application of method of CAMELS rotined that the best final rating among the probed banks is owned by «KrediAgrikol' Bank»,a the lowest is «Rodovid Bank». Conducted after the considered methods rotined the estimations of the financial state of the probed banks different results. As be discovered, each of these methods has the advantages and failings.

The main problem of method of CAMELS (NBU), in opinion of author, is circumstance that it carries in itself ever-higher degree of subjectivism. It means that, who expects this rating, can change his results in the interests.

Thus, the problem of development of such method, which would have a minimum level of subjectivism, appears, and here maximally high-quality represented the real financial state of the probed banks.

List of literature

1.About the order of determination of ratings estimations after the rating system CAMELS: Position of NBU ¹ 171 from 08.05.2002 // the Official site of Verkhovna Rada of Ukraine in the Internet. [Electronic resource]. It is access mode: zakon.rada.gov.ua/laws/show/v0171500-02.

2. About the order of adjusting of activity of banks in Ukraine: Instruction of NBU, ratified Decision ¹ 368 from 28.08.2001 (with changes and additions). An official site VRU is in the Internet [Electronic resource]. It is access mode: http://zakon1.rada.gov.ua/laws/show/z0841-01.

3. Butinec' F.F.Analiz to activity of commercial bank: Navch. posib. / F. F. Butinec', and. M. of Gerasimovich- Zhytomyr: Ruta, 2001. – s.384

4. Diba M. Kapitalizaciya banking system as a factor of increase of reliability of economy of Ukraine / M. I. Diba // Finances of Ukraine. – 2008. – ¹ 6. – S. 77–88.

5. Information financial reporting of banks of Ukraine from a site NBU [Electronic resource]. it is access mode: http://www.bank.gov.ua/control/uk/publish/category?cat_id=64097

6. Kochetkov of V. N. Analiz to bank activity: teoretiko-applied aspect: Monograph / V.N. Kochetkov – K.: MAUP, 1999. – s.189

7. Oprya T. Statistics: Navch. posib. / A.T. Oprya.— K.: CUL, 2012. — s.448

8. Panova G.S.Analiz the financial state of commercial bank: Uch.posobie / G.S. Panova – M.: Finances and statistics, 1997. – s.272

UDC: 330.322:330.341.1:631.11

THEORETICAL ASPECTS OF INNOVATION AND INVESTMENT ACTIVITY OF AGRICULTURAL ENTERPRISES

G.A. Kharchenko, PhD of economics, assistant of department of management name after prof. Y.S. Zavadskogo
National University of Life and Environmental Sciences of Ukraine

The article reveals the essence of the concepts of «innovation», «investment». Analysis of existing perspectives on the theoretical aspects of innovation and investment activity of agricultural enterprises was carried out. The role of innovation and investment in the development of agricultural units were identified.

Keywords: *innovation, investment, innovation and investment, innovation and investment security, efficiency, agricultural enterprises.*

Statement of the problem. In a market economy functioning and development of farm largely depends on the effective implementation of innovation and investment mechanism. Modern agricultural formation is in dire need of innovation and investment resources, which adversely affects their production and business activities. Decide on providing innovative investment activity of agricultural enterprises require clarification before the whole essence of the concepts of «innovation», «investment» and «innovation and investment activity».

Analysis of recent research and publications. Studies on the theoretical and practical foundations of innovation and investment provision of agricultural enterprises paid attention to many Ukrainian and foreign scientists and economists, including I.O. Blank, V.P. Halushko, O.D. Hudzynskyy, E. Denison, P. Drucker, O.I. Datsiy, P. Elliott, O.U. Ermakov, M.I. Kisil, A.V Krysalnyy, B.V. Pohrischuk, P.T. Sabluk, V. M. Trehobchuk, V. I. Chornodon, O.M. Shpychak. However there are a number of current issues regarding single interpretation of the concept of «innovation and investment activity» and its impact on the effective functioning of the farm.

Purpose of research – summarize theoretical statements and the disclosure of the economic category of «innovation and investment activity of agricultural enterprises».

The main material. Now one of the key factors of effective activity of agricultural enterprises, allowing them to achieve the expanded reproduction is their innovation and investment security. Note that innovations in farm designed to meet the food needs of the population by improving the land as a natural resource, new plant varieties, animal breeds and more. They are a means, that it gives the opportunity to get some economic benefit associated with the implementation of the objectives of agricultural production, increasing its efficiency.

Start scientific development problems of innovative development can be found in the writings of M. Tugan-Baranovsky, who studied different approaches to explain the cyclical nature of economic development and concluded that no consumer directs the production, consumption and production managed by the accumulation of debt and its investment in new technologies and production. Loan capital to absorb scientific discoveries and technical improvements and push production, the quantity of demand for capital depends on the technological progress [12].

In 1912, the Austrian economist Joseph Schumpeter in his work «The Theory of Economic Development» proposed the concept of innovation, which was the basis of the idea of «new combinations». Theory of Innovation Schumpeter Dreams is to believe that innovation must be seen in the dynamics and solely from the standpoint of the theory of life cycles, and their set – a complex dynamic system. In the modern sense it comes down to a combination of such components [1, p.11].

Note that the term «innovation» is meant the development and use of new technical and technological methods, means and methods of production activities, production of new, high-quality products that allows to get better production, raise living standards and improve working conditions, reduce negative social and environmental consequences of management, save inputs [4].

Thus, as noted by P. Drucker, innovation is a central feature of its impact on the way of life as well as innovation – a specific tool entrepreneurship, the effect of the transferor new perspectives wealth creation [6].

However, B. Twiss argues that innovation – the process of innovation, transfer of scientific or technical knowledge directly in the field of customer needs, product thus becomes only media technology, and the form which it takes is determined only after linking the technology and needs that is satisfied [11, p. 33].

A somewhat different view is Mr. Elliot, who believes that innovation – the commercialization of the invention is to produce a useful product, good or process [5, p 3].

In turn, M.I. Kisil gives his definition of innovation as the generation, acceptance and implementation of new ideas, processes, products and services [7].

As to the term «investment», it comes from the English «to invest» means «invest». As noted in the Great Dictionary of Economics, investments – total cost is realized in the form of long-term capital investments in agriculture, industry, transport and other sectors of the economy [2].

In international accounting and auditing standards indicates that investment is part of an asset that the company needed to accumulate wealth through investments, amortization of capital and obtain other benefits for investors, such income from trade relations [9].

According to the Law of Ukraine «On investment activity» under the Investment realize «... all kinds of property and intellectual property invested in the business and other activities, which resulted in the formation of (income) and achieve social effect» [10].

It should be noted according to K.P. McConnell and S.L. Brue, who believe that investing understand the costs of production, accumulation of means of production and an increase in inventories [8].

Note that for embedding objects are distinguished financial and real investment. Financial investments include the purchase of securities, as well as targeted financial contributions to agricultural production. Under real investments

understand investing capital to increase the material – of inventory and fixed assets reproduction. Also real investment is known as capital investment.

Should be noted that it is sufficient investment guarantee improving the efficiency of agriculture and animal husbandry, and thus ensure the competitiveness of agricultural products in general. Therefore the investment and innovation activity has a significant impact on the competitive provision of agricultural products in the domestic and international food markets.

According to V.V. Chornobayeva innovation and investment activity is «a particular form of investment, which is implemented in the system of individual, collective action and social scientific, technological, organizational, operational, financial and commercial nature, the implementation of which results in the introduction of innovations in practice in order to achieve socio-economic benefits».

Agree with the opinion of G.O Yarina, which claims that innovation and investment activity is the process of implementation of the results of intellectual work in different types of intellectual property and the property which monetary value that is invested in business and other activities in the course of which formed a profit, and ultimately – emerging socio-economic impact [14, p 25].

It should be noted that some scientists believe that the microeconomic level of innovation and investment should be viewed as a complex dynamic stochastic system consisting of various processes in nature and generally include: innovative processes, organizational processes and economic, social and cultural investment and maintenance innovations [3, p.80–84].

Conclusions. Thus, by making research on categorical apparatus of concepts of innovation and investment activity of agricultural enterprises, we have concluded that investment and innovation processes in agrarian formations should be investigated not in isolation, but in combination, which suggests a need for investment and innovation of agricultural enterprises based two interrelated components: investment and innovation.

References

1. Bodrov V.G. Innovation and investment model for sustainable development of the national economy: Teach method. Materials / V.G. Bodrov, V.A. Gusev, V.F. Martinenko. – K.: NAPA, 2009. – 60 P.
2. Large Economical dictionary / ed. A.N. Azrylyyana. – Moscow: Foundation «Pravovaya Culture», 1994. – 528 P.
3. Golubenko A.A. Analysis of opportunities in the development process Innovatively Formation stratehycheskyh sent ynnovatsyonnoy activities of the enterprise / A.A. Golubenko // Industrial Economics. – 2002. – № 2 (16). – P. 80–84.
4. Grebennikov A. A. Theoretical aspects of innovation and investment to ensure the production of agricultural enterprises \\ http://www.economy.nayka.com.ua/?op=1&z=2534&p=1
5. Doncova L.V. Innovation: the state, the need for government support, tax incentives / L. Doncova // Economy XXI century. – 1999. – № 1. – P. 3.
6. P. Drucker How to ensure business success: innovation and entrepreneurship / Drucker P. [Trans. from English]. – Kyiv, Ukraine, 1994. – 319 p.
7. Kisil M.I. Investment and innovation components of the doctrine of Agrarian Policy of Ukraine / MI Kisil / / Economy APC. – 2003. – № 7. – P. 82–87.
8. McConnell C.R. Brue S.L. Economics: Principles, Problems and Politics: The 2 – T. 11th ed. – M: Republic, 1992. – T 1. – 400 p., P 388.
9. International standarts auditing and audit: Collected a comment. Vol. 3: International standartыs auditing / Compiled M.M. Rapoport – M.: «Audit –training», 1992. – 736 p.
10. Law of Ukraine «On investment activity» on September 18, 1991 № 1560-XII // VVR (BD), 1991, № 47, p. 646
11. Tvyss B. Management of scientific and technical innovations. / B. Tvyss – Moscow: Economy, 1989. – 271 p., P.33
12. Tugan–Baranovsky M.I. Periodic industrial crises: History of English crisis owls. General Theory kryzysov. – Smolensk, 1923. – 384 p.
13. Chornobayev V. Innovation and investment activity and its regulation in the economy of Ukraine: Author. di ... candidate. Econ. sciences: 08.00.01 / V. Chornobayev, Nat. Hearne. University. – D., 2008. – 19 p.
14. Herb G.A. Economy firm: Innovation and Investments, profit and wage, Innovatively, Investment Strategy, comments fynansovoy Stability: Tutorial / GA Herbs. – Ekaterinburg: Izd Urals. state. keeper. University Press, 2010. – 450 p.

УДК 631.95

Ecological aspects of consulting

Ilkiv Lilia
National university of bioresources of Ukraine.

In the article importance of ecological aspects of deliberative activity is reflected at the production of agricultural goods. The necessity of distribution of ecological knowledge is reasonable among agricultural commodity producers. Influence of ecological constituent of consulting is certain on upgrading of products. Perspective directions of grant of deliberative services are educed for the increase of ecologization of agricultural production.

Deliberative activity, ecologically clean products, ecological knowledge, agricultural commodity producers, ecological education, ecologization of production.

Raising of problem. A production of agricultural goods is one of the most widespread types of human activity. The ecological terms of environment change in the process of conduct of agriculture. The basic task of agriculture consists in the receipt of high-quality environmentally clean products of plant-grower and stock-raising. Unfortunately, on the modern stage of menage sufficient attention to ecological bases of conduct of agriculture is spared not always. Therefore very important is forming of ecological competence of specialist of agrarian sphere as component ecological consciousness of personality. Id est every businessman must understand that the stable receipt of sufficient amount of high-quality competitive products must be conducted due to limitation of charges of anthropogenic energy, proceeding in natural resources, forming of proof agroecosystems and minimum contamination of environment.

Irrefutable is a fact that exactly the specialist of agrarian sphere of economy most closely constrained the professional activity with an environment. Therefore from his professional decisions largely the decision of local depends in the prospect of global ecological problems [1]

Analysis of the last researches and publications. The problems of development and organization of deliberative activity were investigated by such scientists, as O.M. Borodina, N.A Demeshkant, T.P. Kal'na-Dubinyuk, M.F. Kropuvko, I.P. Kudinova, M.I. Lobanov. Considerable attention they spared to determination of socio-economic

essence of deliberative services, ground of their organization, informative and scientific providing. However, in the conditions of all-embracing innovative activity that conduces to the dynamic changes, exactly the ecological aspects of the consulting system need research and perfection.

Research aim – to ground importance of ecological aspects of deliberative activity in agriculture and educe perspective directions of grant of deliberative services.

Exposition of basic material. Agriculture of Ukraine - most природомістка industry, that has mighty naturally-resource potential that includes 41,84 million hectares of agricultural lands(69,3 % territories of Ukraine), including 33,19 million, 7,63 million the hectares of natural forage lands – pastures(12,6 %) hectares of plough-land(55 %) [2].

All-round dependence of natural, productive and public processes, their interconditionality, active – it, essentially, yet "blank space" on the map of modern ecological researches. Besides in the mutual relations of man with nature more contradictions, conflicts and contrasts, appear all anymore.

Realization of any agricultural projects requires an ecological design and prognostication of negative changes that can arise up. Necessary permanent monitoring after these changes, realization of events in relation to adjusting of agrolandscape, support of him reproductive properties at optimal level.

Deliberative activity is totality of actions and events, sent to satisfaction of necessities of agricultural commodity producers and rural population in the increase of level of knowledge and improvement of practical skills of conduct of profitable menage, improvement of welfare and development of social sphere of village [4].

Before work in consulting it is very important to attract practical scientists-workers that have an experience agricultural production, there is a trust of producers to that. Consulting will effectively function only at complex support and providing of his activity the modern applied science, the use of advanced experience and providing of studies modern methods, both at preparation of specialists and increase of their qualification.

he basic methods of deliberative activity are: studies of subjects of menage, that carry out activity in rural locality, and rural population; research-and-development of social, ecological and economic problems of rural locality variants of their decision; demonstration shows of forms and methods of work of subjects of menage, that carry out activity in rural locality and rural population; dataware of subjects of menage, that carry out activity in rural locality, rural population and others like that [5].

Understanding of problems of the use of natural resources and ecology has the opportunity to overcome the present, especially technical going near cooperation of society, production and nature. A task to consulting consists in that, to provide the complex publicly-natural understanding of processes and changes, that take place in an environment under act of economic activity, demographic and socio-economic development of society.

Presently at forming and determination of rates, scales and directions of development of productive forces, rational pattern of material requirements, effective facilities, methods and technologies them the most complete pleasure it is necessary йти on the way of integration of interests of ecology and economy in all industries of national economy including in agriculture. Two problems – "satisfactions of necessities of society" and "possibility of biosphere" – it follows to examine and decide simultaneously with development of optimal, environmentally sound variants of cooperation of nature, society and agroindustrial production, management of the use of nature processes in agriculture [3].

In the agroindustrial production of concordance of interests and requirements of ecology and economy has an extraordinarily large value, as here economic activity comes true on large territories, is straight and direct-coupled with the use of natural and biological resources, by interference to the ecological systems, by conscious influence on natural processes.

Conclusions and prospects of further researches. Thus, can mark, that the ecological constituents of deliberative activity are: motivation of agricultural commodity producers to the observance of agroecological requirements; stimulation is to the rational and effective use of earth and increase of level of ecologization of agricultural land-tenure; assistance to development of organic agriculture, first of all

in the personal peasant and middle economies; perfection of mechanism of ecological politics.

Such environmentally sound conduct of agricultural production high harvests will allow to get, to save stability of agricultural landscapes and gradually to pass to the way of steady development of agroecosystems.

It is also needed to enter ecological formation of population : to conduct seminars, training with the leaders of agricultural enterprises, to develop ecological motion in Ukraine by creation of different ecological organizations.

Thus, truly the scientific going near agricultural deliberative activity must be base on all-round taking into account of ecological factors, requirements of ecological safety of any productive process, rational use and guard of natural resources. Only in this case society will be able to overcome an ecological crisis and create such terms, at that an agrarian production will develop on intensive, competitive and at the same time ecologically to safe basis.

List of literature

1. Demeshkant N.A. Agricultural advising as constituent of the system of ecological education (experience of Poland). Scientific announcer NUB Ukraine. – 2011. – № 168. – P. 122-126
2. Basic directions of public policy of Ukraine are in industry of guard of environment, use of natural resources and providing of ecological safety // of List of Supreme soviet of Ukraine. – 1998. – №38-39. – P. 248-298
3. Pervachuk M.V. Problems of ecologization of agroindustrial production [Electronic resource]//Collection of the scientific articles of "III-ro of Allukrainian convention of environmentalists is with international participation". it is Vinnytsya, 2011. it is Tom.2. - P.426-429. Access mode: http://eco.com.ua/
4. Borodina of O.M. Advising as basis of development of enterprise is in agriculture / of O.M. Borodina. – K.: IAE, 2001. – P. 808-810.
5. Conception of forming of the state system of the agricultural consulting from 31.10.2011 N1098- of p http://zakon4.rada.gov.ua/laws/show/1098 -2011

УДК 631.115(075.8)

ROLE OF CONSULTING IN THE CAREER PLANNING OF STATE EMPLOYEE

T. Kalna-Dubinyuk, Doctor of Economic Sciences, Professor, NUBiP Ukraine

The role of consulting in planning a career of state employee was shown. Basic information and advisory activities was defined.

Consulting, information and advisory activities, state employee.

At the present stage of state building in Ukraine when more acutely felt the need to prepare a new generation of high-level state employees capable of efficiently and in the shortest possible time to implement reforms in the country , greatly increased the role of human resources in the executive branch , the mechanism of career planning state employees in Ukraine . It therefore became necessary to use consulting as an effective tool for the formation of evidence-based guidelines in planning a career state employees.

Analysis of recent research and publications. Problems of career state employees devoted to the work of such famous Ukrainian scientists in the field of public administration, as Artemenko N. , S. Dubenko , A. Voronkov , A. Kolot , Malinowski , etc. Questions consulting activities highlighted in the works of S. Johnson , B . Koshelev, M. Kropyvko and other Ukrainian and foreign scientists.

In the development of market society means consulting business expanded, filled with sophisticated terms and content. So the question under study requires further study for application of the original advisory support.

The aim - to generalize and deepen the theoretical and methodological foundations and development-based consulting career planning activities of state employees.

The main material. Consulting - a new activity that appeared in Ukraine in the process of building a market economy. It means sharing knowledge and information on where they are to those in need by forming recommendations [1].

Theory of consulting activities shows that there are different methods and types of consulting services , depending on the task [2]. Preferred to do this is to define an algorithm consultancy services - action sequences to form recommendations.

With the transition to a market economy is the process of improving not only of production, but also the training of highly qualified state employees, career planning their growth , development of innovative consulting systems.

Studies show that in the broadest sense means a successful career advancement in service, research or production activities, achieving fame, higher status, power, wealth [3].

Therefore, priority attention to career planning as incremental development plan allows a worker to provide for their future, to know what he faces if it will work successfully , increase their skill level and employment potential , constantly improve their knowledge and skills.

In addition to increasing the motivation of state employees to work effectively and efficiently , career planning will allow to solve such negative effects for the state employee as staff turnover , the reluctance of young professionals to join the state employee , professionalism is low , really low number of highly qualified personnel , review of public service only as successful workplace for retirement [4]. Also, cannot stress that , in turn, these phenomena entail a lot of negative effects, namely : low efficiency of the civil service as a whole , the increase in spending on training and retraining is not enough skilled workers , the loss of the principle of " continuity of experience ".

Chapter 5, " careers " of the Law of Ukraine " On State Service " states that the state employee promotion for her employees and encourage their work is carried out according to the categories of employees, and according to the ranks. Article 27 of the same law stipulates the principle of promotion of a state employee in the

service one way : occupying higher positions on a competitive basis or appropriation of public official of higher rank.

Legally formed the main motivators to promotion, as the right to be promoted are those state employees who have reached the best performance , show initiative, constantly improve their professional and included in the personnel reserve. There also are the results of learning and training is one of the reasons for promotion. In practice, the main problem of motivation of civil servants still remains the lack of a transparent and predictable career path.

Law of Ukraine "On State Employee" and the Cabinet of Ministers of Ukraine " On Approval of the formation of personnel reserve for the State Employee " provides rules and procedures of planning a career public servant because of his admission to the state employee personnel reserve . The staff reserve for public service created to fill the positions of state employees and to promote them in the service. It is comprised of the heads and specialists of enterprises, institutions , organizations , officials of the executive authorities and local self-government, the persons recommended by competition commissions for admission to the personnel reserve and state employees through training, or have been trained by the results of certification are recommended for use on higher positions. The reason for including the personnel reserve is a high professional level of employees who successfully cope with the performance of their duties, take the initiative, organizational skills and have the required experience. If you post to the personnel reserve which enrolled employee becomes vacant, it has a preferential right to engage in that position during the contest. In essence, the talent pool is positive motivation of state employees to improve their vocational and professional level, as the career public servant, who enlisted in the personnel reserve or passed probation, or is a graduate of the National Academy of Public Administration under the President of Ukraine, may be used for decision the head of the public body outside competition.

The idea of creating and principles of personnel reserve and is successful in its main areas of European standards . But in practice the talent pool is formed only

formally , its efficacy is situational and manifests itself only in the interests of individuals (so-called "us").

For the purpose of an integrated and effective management career state employee as a tool for motivation, in addition to the above conditions , it is necessary to agree on such problematic situation as layoffs of employees as a result of political changes.

The large-scale release of career state employees due to significant political changes of recent years have not only led to the loss of professionals, but also reflected negatively on the motivation of the introduction and passage of the State Employee , as a real threat of dismissal if you are not a supporter of the ruling political party.

In developing measures for planning consulting career state employees consider it appropriate to use the experience and methods of career management in the private sector.

In the private sector staffing services play one of the most important roles is supported by the fact that the head of personnel department reports directly to the head of the institution and the status , powers are the same as in a vice . Staffing Services Private sector independently, without interference from management, dealing with the selection and placement, developing general and individual program evaluation, motivation, careers , education and training.

In developing career plans must consider the attitude of the state employee for career growth. Thus, N. Artemenko [3] identifies three types of career orientations : an unhealthy self-seeking , career apathy and healthy careerism . Knowledge of career orientation state employee personnel services help to understand the motivational force that will have arrangements for career state employee for each separately. Also, career orientation skilled personnel services help to understand what the needs and goals of a person and thus - to develop more effective methods of motivation to work .

The successful planning and career state employee skilled personnel services necessary to apply information and consultation system, consider the following its main activities:

- Develop a plan for career advancement of state employee from the first day of his joining the civil service and the time of retirement , taking into account that the optimal period being a specialist in one position can be between 4-5 years;
- The development plan must be taken into account individual characteristics (needs , interests, ambitions , wishes , expectations , intentions) and the capacity of the executive;
- Advise a civil servant providing information about his future career and competency criteria that affect the promotion. This will allow civil servants to be confident in the future and become active in order to obtain additional knowledge and skills ;
- Advise a civil servant by explaining deficiencies in the work, which caused a delay in promotion, to eliminate them in the future ;
- Advising on the organization of the evaluation process through testing that will allow the employee and personnel services to define " weaknesses " in the workplace and eliminate them ;
- Advising government officials on wages, which is directly dependent on the specific results of their work. This civil servant becomes certain that the results of his work did not go unnoticed and lead to rewards.

Conclusions and recommendations for further research.

Thus the use of information and consultation arrangements for career state employee is a tool to intensify its labor potential , providing the incentive system works in the executive branch :

- Career as a tool of motivation of state employees allows to activate a range of factors , motivators , from material (increasing salaries and bonuses for ranks) to the status and labor (the desire for self-expression and self-actualization , enhance credibility, prestige, social significance);

- Career management in order to increase the motivation of state employees leads to the following consequences: increasing the effectiveness and efficiency of the disclosed employment potential , there is a constant interest in improving their level of professionalism and competence , creating healthy competition among public officials most successfully accomplish the task ;

- Maintaining control over compliance guarantee rights of state employees to be promoted as a result of achieving success at work, improve the professional education and competence;

- Individual approach to the development of the official program of career planning for each state employee based on his ability, competence and professionalism, as well as the ambitions , needs, values, interests , motivations, incentives , expectations and wishes.

Use consulting in planning career state employee allows the governing structure of the State Employee at any time easily decide on satisfying the quantitative and qualitative needs of the organization with staff.

References

1. Kropyvko M.F. Agricultural Consulting Services: teach. guidances . / M.F. Kropyvko , T.P. Kalna-Dubinyuk , M.F. Beskrovny , I.M. Krivoruchko , V.N. Koshelev , V.V. Makovetskiy , D.S. Aleksanov - Moscow: Ahrokonsalt , , 2004. - 224 p.

2. Kalna - Dubinyuk T.P. Organization of the guidance farms : monograph / T.P. Kalna - Dubinyuk . - Nizhin : PE Lysenko, M., 2012. - 363 p.

3. Artemenko N. Of career development and career civil servant / N. Artemenko / / Actual problems of governance : Coll. sciences. pr / redkol . SM Seregin (holov. ed.) [Et al.]. - J. : Type of SRIA NAPA , 2008. - Vol. 2 (32). - P. 198-205 .

4. Kolot A.M. Motivating innovation: theory and practice of public administration / A.M. Kolot , A.E. Nikiforov / / Economy and State: Intern. scientific-practical . Journal. - K.: FDKS , 2008 . - № 5. - S. 17 - 23.

УДК 631.162: 657.44

EXTENSION SERVICES IN AQUACULTURE OF UKRAINE

TETYANA KALNA-DUBINYUK, Dr., Associate Professor, National University of life and Enviromental Sciences of Ukraine,
MARYNA GNIDAN , a graduate student * National University of life and Enviromental Sciences of Ukraine

The current state of the field of aquaculture, problems of organization and development akvaenterprises in Ukraine. The influence of extension services in the further development of national aquaculture industry.

Extension services, Aquiculture, Fish industry

Problems definition. The industry of Aquaculture in Ukraine is on the path of development in a market economy is facing with many challenges and obstacles. In spite of the great potential of the natural resources of our country the current state of fish industry is still at a sufficiently low level. Not improved national fisheries policy, the common problems of fisheries, the lack of or limited capital and favorable conditions , the lack of skilled personnel in enterprises, farms registration is complicated by issues of land legislation and project approval already constructed facilities, the high cost of feed, the instability of the sale of finished products due to the expansion of imported products - all these and many other problems hinder of quickly and thrive developing of the fish industry.

The main objective of aquaculture is the efficient production activities for supplying of fish and its products. The increasing standard of living requires the growth of quality and volume of products. There is a need for economic studies to have identified rational areas of technology and models of fisheries as a whole and its individual components [1].

---

* Supervisor – Tetyana Kalna-Dubinyuk, Dr., Associate Professor.

The analysis of recent researches and publications. Problems of development of fisheries in the area of aquaculture investigated of known foreign and domestic scientists A.Gordeev, P.Lendel, P.Mamontov, A.Zhyhyn, V.Aleksienko, A.Bahrov, A.Bezusiy, M.Borbat, P.Borschevsky, V.Dolinsky, M.Hrynzhevskyy, M.Hvesyk, Y.Mazur, M.Mukvich, V.Murin, J.Sherman, M.Stasyshen, N.Vdovenko and others. The issue of Extension services of agricultural enterprises in Ukraine have been sanctified in the scientific writings of scientists: O.Borodin, T.Kalna-Dubinyuk, M.Kropyvko, I.Kudinova, I.Kryvoruchko and others. However, there are a number of unresolved social and economic problems that require the organization of the information and consulting providing by creation and functioning of a network of Extension services in the field of aquaculture Ukraine .

The purpose of the research- to show the role of aquaculture in the world and Ukraine and the importance of Extension services for successful development of the market conditions .

The main material. Aquaculture is a production system that currently has the highest growth rates in the world. Reducing the volume of world catching of valuable fish species for a meal led to an increase of aquaculture production.

Aquaculture is a system of measures for artificial breeding and growing water living resources for their protection, restoration and obtaining commodity products in specialized farms of inland waters and coastal zone seas. Aquaculture is divided into the mariculture (fish, invertebrates and algae) and freshwater aquaculture (mainly farming). The latter includes basic components: fattening (pasture) fishing, pond fish farming and industrial farming. Industrial farming households consisting of the lake and basin systems of circulating water supply and plants with closed-cycle water supply [2].

Depending on the geographic location of the global market of aquaculture products is divided into The North American, Asia-Pacific, Europe and the rest of the world market.. Among the major figures in this market can identify such enterprises of aquaculture as: Nireus SA, Nutreco Holding NV, Unima Group,

Kona Bay Marine Resources, Royal Greenland, Selonda Aquaculture SA, Sea Watch International Ltd., StarKist Taylor Shellfish Inc., Seafood Company , TriMarine International [3].

Population growth and increasing consumption of valuable and cheap fish production and growth of middle class society are the main drivers of this market. The main objectives of this industry are to reduce the impact on the environment, control of diseases, finding markets, adequate supplying of food and financial security.

The development of aquaculture in Ukraine to create a steady income of fishery products, seafood and a variety of other aquatic living resources at the national and on the world market. Supply of fish and fish products laid on fish industry Ukraine, which is an integral industries today. The Governmental authority is Fisheries State Committee of Fish Industry in the Ministry of Agrarian Policy of Ukraine .

Analysis of economic and technological status of specialized fish-enterprises shows that the fish industry is required of significant changes. Renaissance effective operation of Fisheries is possible by creation of legal, economic, organizational and technical prerequisites for highly efficient combination of science and production through the techniques and forms that are inherent to the modern economy. Over the years, the reservoir exploited only for cultivation and commercial fish catches . Nowadays require more efficient use of water potential. Developed effective technology for growing crabs, oysters and other aquatic organisms. It becomes necessary to develop a system of indicators that wiil open the whole spectrum of the resulting effect. As a result of industrial activity on the reservoir can be obtained products : fish and other aquatic living resources (water biological resources) - a set of organisms whose life is impossible without being in the water . The many industrial activities on reservoirs requires to consider all the results.

The main factors of intensification industry are the water reclamation is directed to formation of water ecosystems, the introduction of science and

technology, advanced production technologies fish, improving the organization of production and mechanization, which operate in close relationship .

The base of effective cultivation of marketable fish in the waters of complex purpose is to improve the state of the food base by fertilizing, liming, clearing of vegetation and reclamation ponds bed . Stocking water of quality fish planting , feeding grain waste and adequate protection of water able to get marketable products with low cost. Increasing the natural food base water by fertilizing , liming, hydromelioration and compliance technologies feeding are greatly enhance the prospects for fish farming.

Solvency of the population is gradually increasing, and there is saturation of the market by imported fish and seafood , which share by only the official data more than 65 % of the total production of fish market [7]. The level of production and consumption of the valuable goods is inadequate and does not meet the biological requirements. There is an evident need to develop the own production and processing of fish products [1].

Important role of the development of aquaculture in Ukraine makes the activity of Extension services.

Extension is a new activity that appeared in Ukraine in the process of building a market economy. It provides information and consulting activities in the agricultural sector , the development of advisory services and agribusiness consulting education [4].

The main purpose of the Extension service in aquaculture is an implementation of the objectives of the State Agency of Fisheries and the Ministry of Agrarian Policy and Food of Ukraine during the massive economic and social reform in the country by an explanation i distribution the new principles of settlement activities of the economic and social systems and promotion of the modernization of fishery farms and enterprises, processing and trade of fish products. The main objective of Extension service is the exchange of ideas and information, the creation of evidence-based recommendations for the development

of enterprises of aquaculture and implementation the tasks of management unit and also to foster the inclusion of changes in laws and regulations . [5]

The Extension services provide support for enterprises of aquaculture such as advising on production , processing and marketing issues, providing advisory services in the development, implementation and support of investment projects, promote businesses and organizations in the implementation of the production of scientific , technical, technological and regulatory product development software development business plans, information on the legal aspects of managing, selecting areas of specialization, introducing new approaches and methods in development of profitable farming operation and assistance in the use of social assistance and more others.

Forming a network of agricultural Extension services in Ukraine is a priority of state agricultural policy. This is due to fundamental changes in the agricultural sector of Ukraine in recent years in the implementation of land and agrarian reform. The development of Extension services in Ukraine continues. During this process with the support of donor projects have been established a number of regional agricultural advisory services, whose activities include the whole area . Experience of these services shows the presence of meaningful demand for Extension services, also the important role they play in the development of market relations in agriculture [6].

Conclusions and recommendations for further research. Aquaculture represents now a production system that has the highest growth rates in the world. Ukraine is a country with strong potential and great prospects for fisheries. However, the insufficient of information and advisory of fishery enterprises constrain its successful development . Already established Extension services in our country help to promote enterprises in obtaining the necessary scientific knowledges and implementation of innovative technologies that become available for many researchers, managers and professionals fisheries in our country. The activity of Extension services has an enormous contribution to the development of aquaculture of Ukraine, improves the profitability of fisheries enterprises

producing competitive products, the creation of new jobs in rural areas , improving the level of knowledges and practical skills of profitable farming businesses informed of economics, technology, management, marketing , accounting, biological assets , taxation, law and ecology , distribution and introduction of modern technology, latest science technology and so on.

Destination of information and consultancy services in the field of aquaculture of Ukraine gradually introduced and gains momentum, despite the difficulties and obstacles on its path.

References

1. Mazur Y. The efficiency of operation and prospects of the development of companies Fisheries / Y.Mazur // Uman State. Agricultural University. – Uman , 2007. – 237 p.

2. Reshetnikov U. Aquaculture : the concept and directions / U.Reshetnikov,C. Shatunovskyy // First All-Union Workshop on zookultury . Abstracts ext. , Part 1. – M. – 1986. – P.64 – 66.

3. Good Growth for the World's Aquaculture Market [Electronic resource]. - Mode of access : www.thefishsite.com

4. Kropyvko MF Agricultural Consulting Essentials : teach. guidances . / MF Kropyvko , T.Kalna-Dubinyuk , M.Bezkrovniy , I. Krivoruchko , V.Koshelev , V.Makovetskiy , D.Aleksanov – Moscow: Ahrokonsalt , 2004. – 224 p.

5. The concept of development management extension for aquaculture. [Electronic resource]. – Mode of access : www.fishfarming.com.ua

6. Kalna-Dubinyuk T. Problems and issues of efficiency increase agro consultancy activities in Ukraine / T.Kalna-Dubinyuk // Formation of market relations. – 2012 . – № 11. – P. 146 – 153 .

7. The development of aquaculture in Ukraine : problems and challenges [Electronic resource]. – Mode of access : www.agroua.net

Розглянуто сучасний стан галузі аквакультури, проблемні питання організації та розвитку аквапідприємств в Україні. Визначений вплив дорадчої діяльності у подальшому розвитку вітчизняної галузі аквакультури.

Дорадча діяльність, аквакультура, рибне господарство

Рассмотрено современное состояние отрасли аквакультуры, проблемные вопросы организации и развития аквапредприятий в Украине. Определено влияние консалтинговой деятельности в дальнейшем развитии отечественной отрасли аквакультуры.

Консультационная деятельность, аквакультура, рыбное хозяйств.

УДК 631.115(075.8)

FEATURES OF GOVERNMENT REGULATIONS AGRICULTURAL EXTENSION IN UKRAINE

T.P. Kalna-Dubinyuk, Doctor of Economic Sciences., Professor,
A.M. Poplavska, MA * NUBiP Ukraine

Considered measures of state regulation of agricultural extension services that can be used as regions of Ukraine methodological developments and implemented in real practice information and advice infrastructure and public administration at different levels. The features of state regulation of agricultural extension in Ukraine.

Advisory services, agriculture, and regulation.

The lack of clear economic principles of state regulation has a significant socio- economic and political damage states in transition. Today, in the era of industrial development, industry, modern equipment and new technologies, the growth of large cities and a significant concentration of human resources, the need arose for an optimal combination of the principles of state and market regulation. Most of the village and town councils and district councils and unable to solve social and economic problems that arise in rural areas, which is why there was a need to combine the advantages of market and regulatory state and the guidance through the creation and operation of a network of agricultural extension services .

Analysis of recent research and publications. The development of agricultural extension services in agriculture are covered in the works of renowned foreign and Ukrainian scientists Wan Dan Ben , Stanley Johnson , DS Aleksanova , VN Koshelev, TP Locally - Dubinyuk , IM Kryvoruchko , MF Kropyvko , RM Schmidt and others.

In the development of scientific thought in all aspects of the guidance training programs agribusiness advisory services and expand gradually filled reconsiderations , regulations and sophisticated content. At the same time , against the background of the problem, which is studied , more convincing , and it becomes obvious fact: the elucidation of the nature of scientific principles of state regulation of agricultural extension services and requires methodological and methodologies.

The purpose of the study is to generalize and deepen the theoretical and methodological principles and the development of reasonable measures of state regulation of agricultural extension services in Ukraine .

The main material. Extension - a new activity that appeared in Ukraine in the process of building a market economy. It provides information and consulting activities in the agricultural sector , the development of advisory services and ahrokonsaltynhovoyi education [1]. The history of extension services in the world shows that there are different models of agricultural extension : public , private , public and mixed that differing forms of organization , depending on the political structure of the state, its mentality, funding sources [2]. Preferred for all groups is that the making of the peasant class a significant role in the state-owned .

With the transition of the agricultural sector to a market economy fundamentally changes in property relations, the process of improving not only the organization of agricultural production, its logistical , financial and monetary policy, as well as the extension . Becoming actual market system of extension services through the dissemination of agricultural knowledge and information using the total resource potential, including scientific , educational , industrial, financial, and other features.

Development of extension services in Ukraine related to the features of its creation and funding at various levels of government - the Ministry of Agrarian Policy and Food of Ukraine , at NAAS of Ukraine, at universities, associations, and commercial structures.

Forming a network of agricultural extension services in Ukraine is a priority of state agricultural policy. This is due to fundamental changes in the agricultural sector of Ukraine in recent years in the implementation of land and agrarian reform. The development of extension

---

* Supervisor – T.P. Kalna-Dubinyuk, Doctor of Economic Sciences, Professor.

services in Ukraine - continues. During this process, with the support of donor projects have been established a number of regional agricultural advisory services, whose activities include the whole area . Experience these services shows the presence of meaningful demand for advisory services, as well as the important role they play in the development of market relations in agriculture, improving rural livelihoods and social infrastructure revival . [3]

Agricultural advisory services - a set of actions and measures to meet the needs of agricultural producers and rural residents in raising the awareness , organizing and conducting trainings, seminars, demonstration of practical skills and improving income maintenance management, improving the welfare of farmers and rural development.
This activity is aimed at improving the predictive capacity of the village, on the qualitative changes in the level of knowledge of agricultural producers and rural populations , leading to a change in psychology (attitudes of market thinking and behavior) and increase the motivation of industrial and social activities in rural communities. Agricultural extension services on the one hand help rural producers profitably run a business , and the other - contribute to the implementation of state agricultural policy , effective development of the agricultural sector , the integration of science into production , improve rural livelihoods .
Mastering the techniques of agricultural extension is especially important for managerial employees of district , regional levels of government agriculture, regional agricultural advisory services and consulting firms. Agricultural extension consists of the components of distribution of agricultural knowledge and information : information, training, innovation , expert advice .
State regulation of agricultural extension services is to ensure that development and infrastructure development of agricultural extension services in Ukraine , providing the public interest in matters of agricultural extension services , creating a competitive environment among the subjects of agricultural extension services and higher educational institutions of III -IV accreditation levels , exercising training of agricultural advisers .
State regulation is carried out at the national level - the Verkhovna Rada of Ukraine , the Cabinet of Ministers of Ukraine and the central executive authority on agricultural policy [4].
The main areas of state regulation of agricultural extension services are:
- Monitoring compliance with the law subjects of extension services in its implementation ;
- Ensuring standards and level of training counselors and experts, consultants and monitoring their compliance ;
- Monitor the implementation of extension services subject conditions these activities ;
- Promote common standards and rules of extension services in Ukraine ;
- The allocation of funds from the state and local budgets to cover the costs of the advisory.

The main powers of the Verkhovna Rada of Ukraine is the principles of public policy advisory work and approval of the state target program of agricultural extension services as part of the State Economic and social development of Ukraine in the short run.
The main responsibilities of the Cabinet of Ministers of Ukraine is to implement government policy advisory activities and the development and enforcement of the state target program of agricultural extension services as part of the State Economic and social development of Ukraine in the short run.
In addition, the Cabinet of Ministers of Ukraine shall develop and approve a number of legal acts : the use of funds in the budget program "Financial support measures in agriculture " for state support of agricultural advisory services , the Regulation on the Register of Agricultural Extension Services, Regulations on the register of agricultural advisers and experts counselors and others.

The authority of the central executive authority on agricultural policy advisory activities include:

- propose public policy in the field of extension services ;
- participate in the development and implementation of national programs of extension services ;
- state regulation in the field of extension services ;
- development and approval according to law normative acts , rules and regulations in the field of extension services ;
- resolving other issues in counseling activities in accordance with the law.

In addition, the central executive authority on agricultural policy shall develop and approve a number of legal acts : Order participation of business advisory activity in the competition for the budget program " Financial support measures in agriculture " for state support of agricultural advisory services. , Regulations on qualification certificate of agricultural advisers and agricultural expert , counselor, etc.

Today in Ukraine there are 70 agricultural extension services. They provide practical assistance to farmers in the development of profitable management techniques , the use of modern technology , the creation of non-farm businesses (rural tourism , crafts, providing various types of services) to support the creation of agricultural service cooperatives of rural credit unions, utility companies , public organizations , and creating sub the objects of small and medium enterprises in rural areas. Also , agricultural extension services interact with scientific institutions and organizations and provide advisory services to executive bodies and local authorities on the preparation and implementation of plans for socio -economic development , civil society .

Financing of extension services in 2007-2013 are presented in Figure 1.

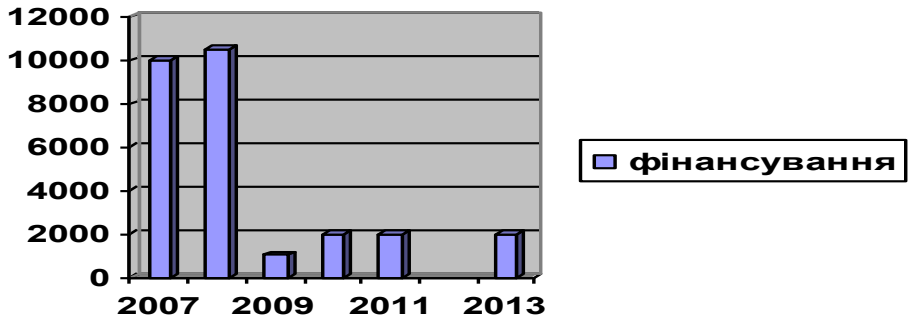


Figure 1. Financing of extension services in the years 2007-2013

State target program of Ukrainian village until 2015 provided funding for state support of agricultural advisory services in the amount of 64 million USD. from the state and local budgets. However , funding is only partially carried out . Conclusions and recommendations for further research.

Conclusions and recommendations for further research.

Ukraine - a country with a strong agricultural potential and great prospects for agricultural development. It has a mild climate and quality of land resources , the presence of which indicates the possibility of effective agricultural production. However , lack the guidance of agricultural producers hinders its successful development. Based in the country , agricultural extension services to help promote rural and agricultural producers in obtaining the necessary knowledge and implementation of innovative technologies.

Such services must be flexible , dynamic structures that respond quickly to customer needs . The current system of agricultural extension does not provide wide access to agricultural producers and rural population to socially oriented advisory services.
The Ministry has a number of measures on the state of agricultural extension in Ukraine , which will enable to cover the provision of socially oriented advisory services 90 percent of businesses in rural areas, rural areas and rural communities and create conditions for improving the profitability of agricultural production , expansion of employment and increase welfare of the rural population , to encourage young people to work and living in rural areas, improve the infrastructure of rural areas.

An important perspective direction support existing and newly established agricultural units to create a national network of agricultural extension services. It is designed to encourage the development of market economy in rural areas , increase the profitability of farms , raise incomes and improve the welfare of the rural population.

The key structure of agricultural extension has become a national center for agricultural extension activities which content should be training and coordination , resource and organizational

center of both state and non-state agricultural extension system in Ukraine . Creating such a center provided by the Cabinet of Ministers of Ukraine of 23 May 2012 № 303 -p. "On Approval of Measures of the formation of the state of agricultural extension in the period to 2015 .".

Despite the challenges and difficulties that stand in the way of this trend information and consulting services, especially during the global financial crisis, we can say that agricultural extension as a precondition for the further development of agriculture and rural areas gradually adopted in Ukraine.

REFERENCES

1. Kropyvko MF Agricultural Consulting Essentials : teach. guidances . / MF Kropyvko , TP - radical Dubinyuk , MF bloodless , IM Krivoruchko , VN Koshelev , VV Makovetskiy , DS Aleksanov - Moscow: Ahrokonsalt , , 2004. - 224 p.
2. Locally - Dubinyuk TP Organization Under the guidance of agricultural enterprises : monograph / TP - Dubinyuk locally . - Nizhin : PE Lysenko, M., 2012. - 363 p.
3. Locally - Dubinyuk TP issues and trends increase ahrokonsaltynhovoyi efficiency in Ukraine / TP locally - Dubinyuk / / Formation of market relations. - 2012 . - № 11. - P. 146-153 .
4. Kropyvko MF Pathways of agricultural extension in Ukraine / MF Kropyvko / / Scientific Bulletin NUBiP Ukraine . Series "Economics, Agricultural management business." - 2011. - Vol. 168. - Part 3. - P.10 -16.

UDK 631.34

THE WAYS TO ECOLOGICALLY BALANCED DEVELOPMENT OF AGROECOSYSTEMS IN THE FOREST-STEPPE ZONE OF UKRAINE

M.V. Kapshtyk, O.V.Demydenco, Candidates of Agricultural Sciences

Ecologically balanced agroecosystem may be achieved by self-organization and controlled evolution of soil fertility and by changing the intensity and direction of the processes of energy and matter transformation in soil. Our studies have shown that the best conditions for this purpose were created by employing soil-protecting systems of crop production with non-plough tillage and annual application of 12-14 t ha^{-1} of organic manures and 111-246 kg ha^{-1} of mineral fertilizers.

Soil degradation reproduction of soil fertility, Chernozem soils, minimum and non-plough soil tillage, soil organic matter, ecologically balanced agroecosystem,soil-protecting systems of crop production, consulting.

1. Introduction. To give ecological reasons to the systems of crop production in the Forest-Steppe Zone of Ukraine it is necessary to elucidate the laws governing the changes of soil properties, especially soil biology, occurring under the influence of farming practices. The essence of sustainable farming lies in the strengthening of micro-organisms' role in the reproduction of soil fertility by the systems of fertilizing and soil tillage in crop rotations [10,11].

From our point of view a fundamental soil researches must solve a complicated and important task: to detect the laws of energy and mass exchange in agroecosystems and to create a theoretical basis for the development of practices and methods of soil management in agricultural systems. Intensity and direction of the transformation of energy and matter in agro-ecosystem are determined by the structure and composition of crops in crop rotation and the systems of fertilizing, soil tillage and plant protection [10,11].

A system of fertilizing is a means of intensity regulation in a small (biological) cycle of substances pertaining to an agroecosystem. The cycle is being disconnected

by the subtraction of substances with yields. The level of energy subtraction and its re-supply in an agro-ecosystem is determined by a crop rotation which is a means of formation of structure and composition of a phytocaenosis with a purpose of ensuring maximal productivity and stability in time [1].

Self-organization and self-reproduction of an agro-ecosystem are directly related to the organization and evolution of soil productivity. Therefore, the system of soil tillage is a factor of influence on the changes of potential and effective soil fertility with an optimal energy supply in a man-controlled process of soil formation. It must stimulate a multiparametral self-regulation of soil fertility in time and space so as to sever the connections which function on the principles of self-regulation [11]. It means that the system of soil tillage must model the natural processes of soil formation. Such a system allows regulation of the transformation of energy and organic matter in soil controlling its input and losses by mineralization [10,11].

2. Materials and methods. Our research has been carried out on a stationary field test plot. The dominant soil of the plot was typical chernozem, a clay loam with moderate organic matter content formed in loess. The plot was situated in "Ukraine" farm, Karlivka district, Poltava region. The region represents the southern part of the left-bank province of the forest-steppe zone of Ukraine. The soil was characterized by the following characteristics in the upper 0-10 cm layer: 5.5 % of organic matter (organic carbon content multiplied by 1.724), total nitrogen 2170 and total phosphorus 1500 ppm; soil pH was 7.1. Available P_2O_5 and K_2O extracted by 1% $(NH_4)_2CO_3$ were 180 and 150 ppm respectively. Hydrolysable nitrogen determined in 1 N H_2SO_4 was 70 ppm.

A ten-field crop rotation has been used in experiments with the following crop sequence: occupied fallow, winter wheat, sugar beat, peas, winter wheat, corn for grain, corn for silage, winter wheat, sugar beet and sunflower.

Soil organic matter content has been determined by combustion of soil samples with concentrated H_2SO_4 in a 1:1 mixture with $K_2Cr_2O_7$ [2]. Humification coefficient of plant residues were determined by using the samples of residues

according to the procedure proposed by G.Ya. Chesnyak [3]. Newly formed organic substances were extracted from the soil by 0.1 N NAOH [2]. Humic acids were determined by precipitation with 1 N H_2SO_4, heating to 80-90^0 C and subsequent dissolution in O.1 N NaOH. Organic carbon in dried sediments has been determined as a total organic carbon in soil by combustion in a mixture of a concentrated H_2SO_4 and 0,4 N $K_2Cr_2O_7$. Soil micro-organisms consuming organic and inorganic nitrogen were determined in fresh samples according to procedure described by E.Z.Tepper [5] and I.P. Babyeva & G.M. Zenova [6]. The amount of ATP in soil samples was determined by method developed by J.Oades and D.Jenkinson [7]. Nitrifying and ammonifying bacteria were determined using, respectively, elective culture medium proposed Vinogradskyi and meat-and-pepton agar according to a procedures described by D.G.Zvyagintsev [8]. The amount of actinomycetes and fungi were determined by methods described also by above mentioned author.

The scheme of field experiment included 4 systems of tillage: (1) mold board ploughing to the depth 20-30 cm depending on a crop grown (CT) ; (2) non-plough tillage to various depth depending on a crop (NPT_1); (3) shallow non-plough tillage to the depth 10-12 cm for all crops (NPT_2) and (4) minimum tillage to the depth 5-7 cm for winter wheat and 10-12 cm for the other crops(MT). The scheme included 4 systems of fertilizing with the following rates per hectare of a crop rotation per year : (a) control variant without any fertilizers (NF) ; (b) farm manure (12 t ha^{-1}) + N_{37} P_{39} K_{35} (F1); (c) farm manure (12 tha^{-1}) + N_{62} P_{62} K_{55} (F2) and (d) farm manure (12 tha^{-1}) + N_{86} P_{86} K_{74} (F3).

3. Experimental results.

3.1. Humification coefficients of plant residues

The employment of crop rotations always presupposes a well grounded sequence of crops. Soil formation is very much dependent on the chemical composition of plants, especially the content of nitrogen [9]. The first group is made up by the crops, which contain little nitrogen in their residues (grain crops). The second group includes those crops, which have a noticeable nitrogen content in their

residues. These are annual and perennial legumes, sugar beet, corn, sunflower and others.

The amount of humus formed from various residues under conditions of conventional (ploughing) and non-plough systems of tillage differ. Conventional tillage (ploughing) causes the coefficient of humification to grow with depth. On the fields with small grain straw they changed from 17.4 to 18.7, while on the fields with alfalfa they reached 20 to 21.9% (Table 1). Surface tillage was characterised by high humification coefficients in 10-20 cm layer of soil.

Table 1. Coefficients of humification of residues and farmyard manure, %.

Substrates	Soil layers, cm					
	0-10		10-20		20-30	
	CT	NPT_1	CT	NPT_1	CT	NPT_1
After 6-year period of tillage system application						
Wheat straw	16.1	17.0	17.6	19.3	17.7	17.9
Residues of alfalfa	17.9	19.3	18.3	20.6	18.9	19.4
After 8-year period of tillage system application						
Wheat straw	16.1	16.6	18.0	19.8	18.2	18.4
Residues of alfalfa	17.8	19.0	19.9	22.0	19.6	20.6
Manure	15.8	16.2	18.2	20.0	17.8	18.2

For small grain straw it was 20,4 and for alfalfa residues – up to 24%. Soil aeration and wetness are the main factors determining the humification coefficients at various depths on the variants with non-plough soil tillage. On the variants with straw they grew up by 1.6-2.7 % while on the variants with alfalfa they increased by 2.0-2.2 %.

The depth of farm manure incorporation also affected the humification coefficients. On the variants with conventional plough tillage the highest values of these coefficients were observed in 20-30 cm layer of soil (17-17.8 %), while on the plots with a non-plough tillage it grew by 1.6-1.8 % in the 10-20 cm layer and

reached 19-20 %. Mineral fertilizers applied with farm manure ($N_{120}P_{120}K_{130}$ +12 tha^{-1} of farm manure) have increased the humification coefficients of both straw and alfalfa by 1.5-2.2 and 1.6-1.8 % respectively. Shallow incorporation of plant residues and manures on a background of the same fertilizing system increases the intensity of humification (K_g) as compared with ploughing in the layers of the soil: 0-10 and 10-20 cm by 1.2-2.2 for alfalfa, by 0.2-1.6 for small grain straw and by 0.4-1.8 % for farm manure.

3.2 Seasonal Dynamics of Soil Organic Matter. Soil-protecting crop production systems have increased the content of newly formed organic matter in soil by 2.9-3.7% in 0-20 cm layer compared with conventional tillage (ploughing) where the increases were 1,7-2,0%. There were the increases in the contents of humic and fulvic acids. The ratio between their carbon was 0.76-1.69 at the plots with non-plough tillage and 1.0-3.0 at the plots with mold-board ploughing [10]. Shallow incorporation of crop residues did not only increase the humification coefficients, but increased the yearly and seasonal amplitudes of soil organic matter content in soil. On the plots with non-plough tillage this amplitude was 0.22-0,32% in layer 0-20 cm while on the plots with conventional tillage it was within 0.14-0.20%, reaching even 0.30-0.37% on the plots with long-term grassland (Figure 1). The amplitudes were decreasing with depth on non-plough tillage while on ploughing they reached 0,23-0,24% in the layer of soil 10-20 cm.

Seasonal dynamics of soil organic matter was higher that its possible formation by 80%. We explain this phenomenon by the contribution of root exudates and microbiocaenosis of the soil and by the mechanisms of CO_2 of the soil air transformation in soil humus detected by collegues from our university [11] .

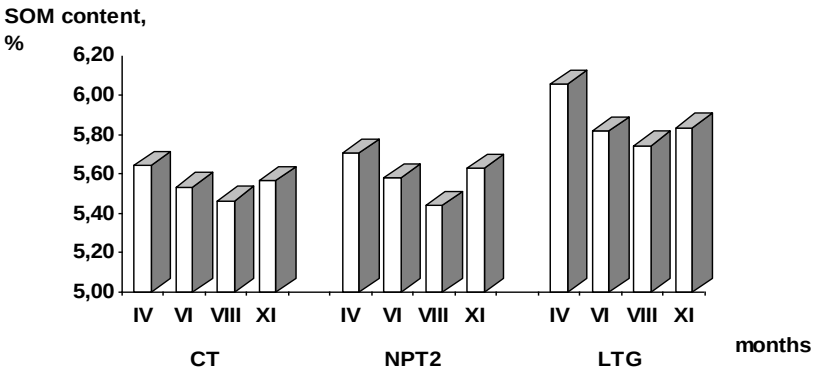


Figure 1: Soil Organic Matter content in 0-20 cm layer of soil under influence of various systems of land management

The dynamics of a calcium salt of ATP in soil was opposite to the dynamics of soil humus. This testifies to the fact of energy transformation from one form to another. The process is self-regulated and optimises the conditions of humus formation in soil. These processes are very pronounced in natural ecosystems and in agro-ecosystems with systematic use of conservation technologies of crop production. A yearly diapason of soil organic matter transformations discovered by us is equivalent to application of 350-400 t ha^{-1} of farm manure [10,11].

3.3 The Ratio of Various Groups of Soil Microorganisms. The system of soil tillage effects the numbers of micro-organisms and their activity in 0-30 cm layer of soil (Table 3). A non-plough tillage, as compared to conventional mold-board ploughing, caused an increased multiplication and activity of microorganisms in 0-10 cm layer of soil.

Table 3. Effect of fertilization and tillage systems applicated for 7 years on the population of soil microorganisms. Absolute values in units ·per 1 g of soil [12].

Variant	Microorganisms on SAA × 10^7	Microorganisms on MPA × 10^7	SAA : MPA	Actynomycetes × 10^6	Fungi × 10^3
Layer 0-10 cm					
CT, NF	1.85	0.85	2.18	3.45	3.54
NPT_1, NF	2.37	1.24	1.91	4.15	4.37
CT+ F	37.9	13.9	2.73	45.1	6.58
NPT_1 +F	59.8	23.2	2.58	83.4	8.34
Layer 10-20 cm					

CT, NF	0.687	0.332	2.04	0.315	2.31
NPT_1, NF	0.612	0.327	1.87	0.321	2.75
CT+F	1.79	0.73	2.45	6.83	3.45
NPT_1 +F	1.48	0.62	2.14	6.1	4.18

CT – conventional tillage; NPT_1 – non-plough tillage

NF – non-fertilized; F 3– manure + NPK

On the plots with no fertilizers there was an increase in the quantity of nitrogen by 1.3 times compared with ploughing, while on the plots with organic and mineral fertilizing this increase reached 1.6 times. The same was true for the bacteria using organic nitrogen. On the plots without fertilizing their amount increased 1.5 times, while on the fertilized plots the increase was 1.7 `times. Positive effects of mineral fertilizers was observed on the plots which received no more than 280 kg ha^{-1} of NPK. But there was a significant increase in the amount of soil micro-organisms which caused a 1.2-1.5 times increase of organic matter mineralization as compared with plots with no fertilizing. The application of $N_{110}\,P_{110}\,K_{110}$ reduced the amount of actinomycetes and ammonifying bacteria in soil and increased the amount of fungi and nitrifying bacteria which caused an activation of mineralization processes.

3.4. Yields of Crop and Economic Efficiency. The strengthening of biological and microbiological factors of soil fertility in conservation farming does not presuppose any additional expenditures of money or any increase in the price produce. Just the opposite is true: these technologies require less energy for soil tillage. The yields of crops are 15-30% higher as compared with conventional tillage (Table 4) and the price of produce – 30-50% lower [10,11]. And not only in years with droughts. The accummulation of elements of plant nutrition in organic forms decreases the expenditure of mineral fertilizers and their losses caused by soil erosion and denitrification [10].

Table 4. Winter wheat yield (dt ha^{-1}). Average of 7 years during 1st crop rotation period after various previous crops. Absolute values in dt·ha^{-1}; relative values in comparison to CT, non-fertilized (=100 %).

Soil tillage	System of fertilizing							
	Non-fertilized		$N_{35}P_{30}K_{30}$		$N_{55}P_{45}K_{45}$		$N_{75}P_{60}K_{60}$	
	dt·ha^{-1}	%	dt·ha^{-1}	%	dt·ha^{-1}	%	dt·ha^{-1}	%
CT	39.2	100	43.4	111	44.5	114	48.9	125
NPT_1	37.6	95.9	45.9	117	47.9	122	48.8	124
NPT_2	37.5	95.7	46.4	118	49.8	127	49.2	126
MT	36.5	93.1	43.4	111	45.1	115	47.6	121

4. Discussion. Soil-protective crop production systems with a non-plough soil tillage model a natural process of soil formation provided there is an optimal supply with energy and fertilizers. They also increase the validity of relations between the various elements of an agroecosystem [10]. Up to date views on crop rotations [1] try to explain that agricultural crops imitate the natural vegetation to a certain extent, but only during a short period of time. Actually we have an artificially created phytocaenosis in an agroecosystem, which regulates the activity of soil microorganisms and thus fulfils the function of a main factor of soil formation. Systematic use of conservation tillage in crop rotations increases the ability of artificially formed phytocaenosis to effect soil formation and to improve the ecological aspects of crop production [10].

An inverse relation between the intensity of nitrification and the accumulation of available phosphorus in soil is caused by many factors. The lowering of soil pH increased the amount of available phosphorus. Optimal conditions for the development of nitrifying bacteria were observed at pH 8.0, while at pH 6.5-6.8 their activity was drastically reduced [10,11]. This, to our mind, is the main reason why the conservation technologies decrease the intensity of nitrification and improve the activity of soil microflora in mobilization of mineral phosphates. Orderly seasonal rhythms of redox conditions and base-acid equilibrium in Chernozem soil subject to soil-protecting crop production technologies regulates the seasonal dynamics of the availability of individual macro- and micro-elements of

plant nutrition in soil solution so that the optimal ratios are maintained between them.

To obtain high yields of crops on typical Chernozems is possible at the expense of potential soil productivity created by soil microorganisms in crop rotations, that is, at the expense of root exudates and semidecomposed plant residues. Total organic matter (humus) content in soil is not so important as the amount of "active" products of decomposition which are available for the saprophytic microorganisms. Soil detritus is available for the microorganisms and may be a source of an " active " organic matter. The potential productivity of chernozems is directly proportional to the accumulation of detritus in soil.

There exists a close relation between the seasonal changes in soil organic mater content in chernozems and the seasonal physiological rhythms of plant growth [9,10]. It is caused by a dynamic correspondence among the soil, the plant and the atmosphere. The practices of conservation crop production renovate this correspondence and the role of crop rotation can hardly be overestimated in this respect.

5. Conclusions. Soil-protecting systems of crop production based on a non-plough tillage of typical chernozems model a natural process of soil formation, increase the ecological role of a crop rotation and strengthen the soil-forming role of field crops. Systematic employment of soil-protecting tillage systems increases the abilities of artificially created phytocaenoses to effect soil formation and ecologization of a crop production system. Soil formation dynamics is very much affected by the chemical of plants, especially the content of nitrogen. This is achieved by the rational management of natural and anthropogenic energy resources for the creation of optimal conditions for the binding of solar energy by an agro-ecosystem in the form of organic substances which possess ecologically sound quality. All this leads to the formation of ecologically stable agrolandscapes.

References.

1. Tscherbakow, A.P. & Volodin, V.M. Osnownyye polozheniya teoriyi ecologicheskogo zemledeliya. *Vesntik selskohosyaistvennoi nauki*, (1), pp.42-49, 1991.

2. Ponomaryova, V.V. & Plotnikova, T.A. *Methodicheskiye ukazaniya po opredeleniyu soderzhaniya i sostava humusa v pochvach mineralnych i torphyanych*, Academy of Science: Sankt-Peterburg, pp 1-105, 1975.

3. Chesnyak, G.Ya., K methodike opredeleniya coefficiyenta humificaciyi rastitelnych ostatkow i navoza v chernozemach tipichnych Lesostepi v usloviyach zerno-sveklowichnogo sevo-oborota. *Agrochimiya i pochvovedeniye*, 49, pp.79-85,1986.

4. Lykov, A.M. & Tulikov, A.M. *Practikum po zemledeliyu s osnovami pochvovedeniya*, Agropromizdat: Moskow, pp. 65-67, 1985.

5. Tepper, E.Z., Shilnikova, W.K. & Pereverzewa, G.I. *Practikum po microbiologiyi*, Nauka: Moskow, pp 35-175, 1979.

6. Babyeva, I.P. & Zenova, G.M. *Biologiya pochv*, Moskow State University: Moskow, pp. 24-118, 1989.

7. Oades, J. & Jenkinson, D. Adenosin triphosphate content of the soil microbial biomass. *Soil Biology and Biochemistry*, 6(2), pp.11-13, 1979.

8. Zvyagintsev, D.G. *Methody pochvennoi microbologiyi i biochimiyi*, Moskow State University: Moskow, pp.150-304, 1991.

9. Ponomaryova, V.V. & Plotnikova, T.A. *Humus i pochvoobrazovaniye*, Nauka: Sanct-Peterburg, pp.113-148, 1980.

10. Kapshtyk, M.V., Shykula, M.K.& Petrenco, L.R. Conservation non-plough systems of crop production in Ukraine with increased reproduction of soil fertility. *Proc. of the NATO ARW On Soil Quality, Sustainable Agriculture and Environmental Security in Central aand Eastern Europe*, eds. M.J. Wilson & B. Maliszewska-Kordibach. Kluwer Academic Publishers: Amsterdam, pp.267-276.

11. Shykula, M.K., Balayev, A.D.,Kapshtyk, M.V. et al. Pryrodnyi mechanizm widtvorennya rodyuchosti gruntiv (Chapter 5). *Widtvorennya rodyucosti gruntiw v gruntozachysnomu zemlerobstvi*, ed. M.K. Shykula, Oranta: Kyiv, pp.207-298.

Екологічно збалансована агроекосистема може бути сформована шляхом самоорганізації і контрольованої еволюції родючості ґрунту і, через зміну інтенсивності і напрямку процесів перетворення енергії і речовини в грунті. Наші дослідження показали, що найкращі умови для цього були створені шляхом використання ґрунтозахисних технологій з безплужним обробітком ґрунту з застосуванням 12-14 т/га органічних добрив і 111-246 кг/га д.р. мінеральних добрив.

Деградація ґрунтів, відтворення родючості ґрунтів, чорноземи, мінімальний і безполицевий обробіток ґрунту, органічна речовина ґрунту, екологічно збалансована агроекосистема, ґрунтозахисні технології, консалтинг.

Экологически сбалансированная агроэкосистема может быть сформирована путем самоорганизации и контролируемой эволюции плодородия почвы и изменения интенсивности и направления процессов преобразования вещества и энергии в почве. Наши исследования показали , что наилучшие условия для этого были созданы путем использования почвозащитных технологий с бесплужной обработки почвы с применением 12-14 т/ га органических удобрений и 111-246 кг / га д.в. минеральных удобрений.

Деградация почв, воспроизводство плодородия почв, минимальная и бесплужная обработка почвы, органическое вещество почвы, экологически сбалансированная агроэкосистема, почвозащитные технологии, консалтинг.

УДК 007:631.1

METHODS OF EFFICIENT USE OF INFORMATION TECHNOLOGY IN AGRICULTURAL ENTREPRENEURSHIP

V.V.Kharchenko*, PhD of economics, associate Professor of Department of Information Systems
National University of Life and Environmental Sciences of Ukraine

Theoretical and methodological approaches to evaluating the effectiveness of information technology in agricultural entrepreneurship researched in the article. Main features of these approaches are given.

Keywords. Methodology, information technology, agricultural entrepreneurship, efficiency

Statement of the problem. Modern society is characterized by the growing role of information security in all areas of business activity. Under these conditions, special attention should be given to the processes of implementing certain methods of economic evaluation of the effectiveness and determining of current trends of use of information systems. After all, unlike industrial processes, information technologies have their own characteristics, so the true calculation of economic indicators by standard techniques can be slightly difficult.

For the successful implementation of IT projects is necessary conduct a preliminary feasibility study of the use of funds. As a result, information provision of enterprises need to link with the agricultural sector to the effective control and reliable analysis of the costs of implementing information systems. Therefore, necessity of research of the general principles of assessment of information technology and their implementation have important to improve the efficiency of production and business activities of agricultural enterprise and high-quality and rapid response to any changes in agriculture [12].

Analysis of recent research and publications. Questions of evaluating the effectiveness of the implementation of information systems and technologies in the agro business extensively researched by many domestic and foreign scholars such as O. Borodina, N. Buzak, S. Hushko, R. Kaplan, B. Klochan, L. Kobylyansky, M.

* Scientific adviser – prof. Ermakov O.

Kropyvko, A. Karminsky, D. Norton, G. Tytorenko, S. Yadykov and others. However, there are still many questions not disclosed about methods for assessing the effectiveness of information systems in the agricultural business, which determines the relevance of the research topic.

The purpose of the research. Summarize the theoretical and methodological approaches to evaluation of economic effect of the use of information technologies in agricultural business to enable effective management of industrial and economic activity.

The main material. Effective realization and implementation of information systems are known to require a cash investment. Therefore, before the heads of agricultural enterprises often have questions about selecting innovative methods for evaluating the effectiveness of information technology taking into account features agricultural sector.

First of all agricultural producers should clearly understand the benefits they will be able to get from the use of information technology how will increase production and economic performance through the use of information systems. It is believed that particularly useful implement the information systems in Agro Holdings of geographically distributed and remote structure.

In the scientific literature distinguish four groups of methods to assess the effectiveness of information technologies, namely investment and financial analysis, qualitative and probabilistic.

Investment analysis is most often used to assess the profitability of IT project using «dynamic» methods, which are based on discounting.

Thus, financial analysis uses known methods for calculating economic effectiveness according to the characteristics of information technology is usually based on an assessment of risk.

In these calculations, are using indicators such as net present value, internal rate of return and so on. Qualitative methods facilitate a comprehensive assessment of the various factors of efficiency of information systems that are characteristic of

production in agriculture. The probabilistic methods are used mathematical modeling [1, 4, 6].

It should be noted that methods TCO (Total Cost of Ownership) is the most commonly used among financial techniques. It is based on calculating the total cost of ownership of agricultural enterprise of information resources. Typically, the total cost of ownership is the sum of the cost of acquisition, deployment and use of the information system.

The research has been determined that financial approaches also include: a Activity Based Costing; methodology to measure the impact of the use of information technology in the agricultural value formation (Economic Value Added); techniques allowing to calculate efficiency through measuring the ratio between the cost and results of the project (NPV, IRR, ROI); well as techniques that will help you calculate the costs and benefits of the project to risk events (Rapid Economic Justification).

The advantages of these methods are the obtaining result of economic evaluation is in financial form, which facilitates the process of justification of the project [1, 3, 9, 11].

Methods Applied information economics is to evaluate the benefits that agricultural forming receives from applying IT project in kind. During this assessment is carried out assigning measurements intangible assets, the next step is the definition of information value with a help of statistical approaches. This approach allows us to analyze the strategy with uncertain results, especially when investing in information technology.

It is established that the method Balantsed Scorecard whose makers are R. Kaplan and D. Norton is to set out a cause-and-effect relationships between technology and financial indicators [5, 10].

It should be noted that other methods are used. First of all, it’s Total Economic Impact (TEI) – methodology developed by Forrester Research. It allows you to assess the project implementation of certain components of the information system of

agricultural enterprise through such indicators as «value», «benefits» and «flexibility» [2].

Also used technique Economic value sourced, based on risk management. According to Bob Kaul, who is the developer of the plan evaluation of this approach, the introduction of information technology in the enterprise will increase revenue, increase productivity, Reduction of terms of production and reduce risks [7, 13].

Methodology portfolio management suggests that firms manage information technology is similar to the management of joint-stock investment fund, taking into account the volume, size, duration, yield and risk of each investment. According to Howard Rubin, the author of this method in the enterprise requires an understanding of the technology – an investment [13].

In turn, the implementation ERP-system (Enterprise Resource Planning System) should be considered as an investment project which aims to get new competitive advantages to obtain the real economic impact of all funds invested in the system.

Methods Customer index at the initial stage focused on mortgages and bank transactions. It involves assessing the impact of technology investments on the number of users. The essence of the technique lies in the informality of the process establishing a direct link between investment in IT and retaining or increasing number of consumers. This technique is mainly used to assess the effectiveness of information technology projects of enterprises in which the number of customers has a direct impact on the performance of business processes.

Effectively using options methodology (Economic value added), it is possible to achieve high financial performance. The method can be used to accurately calculate all the possible risks and benefits to agricultural businesses associated with the implementation and operation of the corporate information system [8].

Widespread methods of Total Quality Management and Reengineering Business Processes are an integral part of the implementation and operation of information technology. Intensive the implementation of information systems caused by the economic peculiarities operating and innovative development of information

systems and is an essential task of development and operation of information technology.

According to the methods for automated calculations used expert software companies such as: Interpose (TCO Advisor Client & Server Model), Gartner Group (TCO Analyst), Microsoft (Desktop TCO & ROI Advisor), Intel, IBM, Symantec, although their use may without specified software, but using the correct algorithm of actions.

Conclusions and recommendations for further research. The proposed methods of economic evaluation of the efficacy of information technology controls allow a sufficiently high degree of probability to measure the effectiveness of information systems in the enterprise.

Effective implementation and application of information systems and technologies in the agro business allows you to take adequate science-based management decisions based on current estimates of the economic activities of certain agricultural formation in previous years and future economic performance. The main directions of further research are economic evaluation of information provision agricultural sector in a competitive environment.

References

1. Buzak N. Economic evaluation of information technology / N. Buzak / / Bulletin ZSTU – 2010. – № 3 (53) P. 29–32.
2. Vasil'kov N. Effectiveness of Information Systems / N. Vasil'kov / / [Electronic resource]. – Mode of access: http://lubbook.net/book_270.html.
3. Hushko S. Management information systems [Text]: Teach. guidances. / S. Hushko, A.V.Shaykan. – Lviv: «Magnolia Plus», 2006. – 320 p.
4. Information Technology: Textbook / ed. V. Trofimov. – Moscow: Yurayt publishing house, Eid Yurayt, 2011. – 624 p.
5. Kaplan R. Balanced Scorecard. From strategy to action / R. Kaplan., D. Norton – Moscow: ZAO «Olympus-Business», 2008. – 320 p.

6. Klochan V. System information and consultancy providing agricultural areas: monograph / V. Klochan. – Nikolaev: MSAU, 2012. – 371 p.
7. Kobylyansky L. Project Management [Text]: teach. guidances / L. Kobylyansky. – K.: AIDP, 2002. – 200 p.
8. Martinovich A. TCO or How to manage IT-costs [Text] / A. Martinovich / / Computer Review. – 2002. – № 16. – P. 32–35.
9. Rasskazov S. Cost effectiveness evaluation methods of management / S. Stories / / Financial Management. – 2002. – № 4. – P. 13–16.
10. Sedun A., Sadovskaya M. Computer Information Systems [Electronic resource]. – Mode of access: http://nashaucheba.ru/v22240.
11. Skripkin K. Economic efficiency of information systems / K. Skripkin - M.: DMK Press, 2002. – 256 p.
12. Smirnov A. Methods of control IT costs and a guaranteed level of service [Electronic resource]. – Mode of access: http://www.cfin.ru/itm/it_eval_meths.shtml.
13. Yadykov S. Effectiveness of information systems - get to the truth / S. Yadykov / / «Consultant» – 2010, № 5 – P. 78–83.

336.741.236.2:336.711

Regulation of money the National Bank of Ukraine

I.O. Kolomiets, student, "Finance and Credit"

Supervisor: L.A. Avramchuk, assistant professor of finance and credit

The methods of regulating the money supply in Ukraine using NBU in its policy approaches to its analysis and development of necessary software for managing it.

Key words: bank, money supply, banking regulation, the rate of money supply.

Cumulative cash flow provided by certain mass of money, the value of which is important for the central bank and monetary economy

Changing the volume of money circulating in the economic system, can significantly affect real output product prices, employment and so on.

Money supply - the total amount of money balances in all its forms, which are available to economic agents at a time.

Since control of the amount of money is very important for economic stability, you must have adequate capacity to measure the money supply. In the developed market economy determine the amount of money - a daunting task. This is because in today's economy different kinds of assets simultaneously to some extent perform all the basic functions of money (medium of exchange, measure of value, a means of accumulation).

Analysis of recent research and publications. The problems of regulating the money supply are investigated leading Ukrainian scientists and economists as A. Wasylyk, A. Halchynskiy, V. Geets, V. Lagutin, V. Lissitzky, IA February, Vladimir Mishchenko, A. Frost, P. Nikiforov, A. Peresada, M. Puhovkina, M. Savluk, W. Stelmach, A. Chukhno, and other.

Whereas the development of scientific and based on the latest statistics there is a need to define the current problems regulating the money supply National Bank, and the creation of new approaches to its analysis.

The monetary system of Ukraine at the present stage of development is in its infancy and the transition to a developed money market-type structures. In the future cash flow management system meeting international standards and requirements. It is clear

that the regulation of the money supply should be based on a combination of market and administrative regulations in different ratios depending on specific conditions. Therefore, the current state of monetary relations in Ukraine requires new approaches to the analysis of money and develop the necessary software for its management.

Objective: to analyze the methods of the NBU, the money supply in the country and suggest areas to improve it.

The main material. Money serve the needs of the economy, mediating the flow of goods and incomes in the areas of production, distribution, exchange and consumption of national products. Serving the needs of the economy with money needs to quantify their mass and structure in turn meet the needs of the economy. Therefore, the circulation of money in all its sectors has provided a certain amount of money - money supply. The size of this magnitude is an important characteristic of the monetary and market economy status.

Banking regulation is one of the functions of the National Bank of Ukraine is to create a system of rules governing the activities of banks, establishing the procedure for banking supervision.

According to Article 25 of the Law of Ukraine "On the National Bank of Ukraine" major economic means and methods of monetary policy is to regulate the money supply through:

1) the definition and regulation of required reserves for commercial banks;
2) The interest rate policy;
3) the refinancing of commercial banks;
4) management of foreign exchange reserves;
5) issue its own debt. [2]

Until the money supply includes all cash, which are in the hands of individuals and legal entities cash balances , all deposit money. Some economists and central banks to money supply include any assets that are specific to liquidity - bonds, bills, insurance policies , because they can change money in the operation of monetary circulation.

Broad money belongs to individuals , businesses , community organizations, government agencies that administer cash money or hold deposits in various accounts of commercial banks.

The regulation of the money supply by the Central bank of issue the following methods:

1. open market operations ;
2. setting the discount interest rate;
3. changing the mandatory reserve requirements.

Implementing monetary policy, the National Bank sets targets for the regulation of the money supply based on the selection of certain monetary aggregates. Commercial banks operate within that money supply is determined by the National Bank . Today, the search for new specific mechanisms to regulate the money supply is very important in Ukraine . Thus, the NBU is a priority :

1. reducing the rate of dollarization ,
2. increasing and effective use of available reserves,
3. ensuring the stability of the national currency.

After completing these tasks NBU will provide an opportunity to serve the process of economic development.

Over the analyzed period (2002 to 2012), the money supply is growing, but since mid-2008, there has been a trend towards reduction.

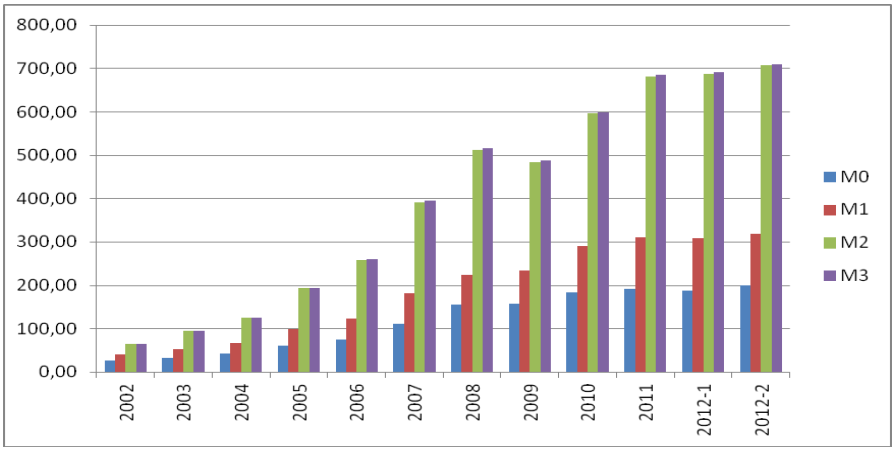


Figure 1 The current money supply in circulation in Ukraine for the period 2002-2012 [http://zavantag.com/docs/1641/index-2430066.html]

Money supply for the first quarter of 2013 increased by 3.6% - to 800.9 billion. Money supply growth was due to an increase in deposits in the national currency (5.6% or 29.3 billion. - Up to 554.1 bln.), Reflecting improved market expectations and increase confidence in the national currency of Ukraine . The currency component of the money supply during this period decreased by 0.6%, or 1.6 billion. - Up to 246.8 billion. The cash portion of money for the first quarter of 2013 increased by 1.4% - to 206.1 billion. The share of cash in the money supply during this period decreased from 26.3% to 25.7%. Analyzing the first half of 2011 and 2012, in 2013, we see that the money supply has a positive upward trend. This was mainly due to the increase of deposits in national and foreign currencies. The problem of sub-optimal structure of money supply (a large proportion of cash) is the result not only of no confidence in the banking sector as an unreliable financial intermediary and undeveloped mass of non-cash payments, and the availability and expansion of the shadow economy. And it is not surprising that the existence of this problem has led to an increase in financial transactions conducted outside the banking system and, consequently, the complexity of the taxation process, control of monetary aggregates, the slowdown in money multiplier, reducing the effectiveness of monetary policy.

Conclusions.

Money supply is one of the most important factors of financial stability, has a deep connection with all the economic and social

processes and holds a special place in the national economy.

Index of money is essential for economic stability, since a change in the quantity of money circulating in the economic turn, could materially affect the main macroeconomic indicators. Money supply in Ukraine is gradually increased, this is due to a gradual increase in production and an increase in the money supply in an economy that is growing.

To the direction of improving the regulation of the money supply include:

1. The amount of money necessary to coordinate the physical volume of GDP, its cost structure and prices. It is advisable to determine the approximate size of the

money supply by 2-3 years due to the forecast of GDP, prices, and evaluation assets.

2. Recognizing the special importance of monetary aggregates, it is necessary to expand the composition of the money supply, including her government securities. It should also take into account the volume of the equities market and its impact on monetary aggregates.
3. Based on the experience of the banking system must coordinate the functions of the National Bank and accordingly adjust its organizational structure.

References:

1. Ivasiv BS Money and Credit [Text]: a tutorial / BS Ivasiv. - Ed. 3rd, rev. and add. - Ternopol: Carte blanche, K.: Condor, 2008. - 528 p. - ISBN 966-7952-37-1

2. Ryabinina LM Role of the NBU and the laws of Ukraine in its economic Development / L.M.Ryabinina / / Business & state, 2004, № 8. - P. 29-37.

3. Savluk, MI Money and credit: a textbook / MI Savluk, A. Frost, MF Puhovkina et al., According Society. eds. MI Savluk. - 3rd ed., Revised. and add. - K.: MBK, 2002. - 598 p. - ISBN 966-574-369-4.

4. Statistical Materials of the National Bank of Ukraine - Statistical Bulletin (electronic edition) [electronic resource] - Access mode: http://www.bank.gov.ua/Statist/Electronic% 20bulletin/data/stat.pdf.

Регулювання грошової маси Національним банком України

І.О. Коломієць, студентка, напрям підготовки «фінанси і кредит»

Науковий керівник:Л.А.Аврамчук, доцент кафедри фінансів і кредиту.

Досліджено методи регулювання грошової маси в Україні, що використовує НБУ у своїй політиці, підходи до її аналізу і розробки необхідного забезпечення щодо управління нею.

Ключові слова: Банк, грошова маса, банківське регулювання, показник грошової маси.

Регулирования денежной массы Национальным банком Украины

И.А. Коломиец, студентка, специальность «финансы и кредит»

Научный руководитель:Л.А.Аврамчук, доцент кафедры финансов и кредита.

Исследованы методы регулирования денежной массы в Украине, использующий НБУ в своей политике, подходы к ее анализу и разработке необходимого обеспечения по управлению ею.
Ключевые слова: Банк, денежная масса, банковское регулирование, показатель денежной массы.

UDC 338.432:664.76(477)

INVESTMENT ATTRACTIVENESS OF SUGAR BEET PRODUCTION IN THE UKRAINIAN AGRICULTURAL ENTERPRISES

O.I. Konoval, Ph.D. student *

The investment attractiveness of sugar beet production in agricultural enterprises of Ukraine is investigated. Mathematical models of demand and supply curves on sugar beet market are constructed. The need for investment resources for the sugar beet production in the Ukrainian agricultural enterprises in prospect is determined.

Agricultural enterprises, sugar beet production, forecast, investment, efficiency.

Introduction. The current state of the economy is characterized by low activity of foreign investors in agriculture of Ukraine and the lack of domestic investment resources. Therefore, potential investors both within Ukraine and abroad are interested in determining the priorities of investing at the level of regions, branches and enterprises.

Analysis of recent research and publications. An important contribution to the study and research issues concerning the optimal formation of productive capital to ensure efficiency in agricultural production was made by native scholars: V.F. Besedin, I.O. Blank, V.I. Blagodatnyi, S.O. Hutkevych, O.I. Huturov, M.D. Denysenko, M.I. Dolishnii, I.O. Ivaschuk, M.I. Kisil, M.Yu. Kodenska, T.V. Maiorova, A.A. Peresada, P.T. Sabluk, V.K. Savchuk, V.H. Fedorenko and others.

However the problem of determination the need for investment resources for the stable volumes of sugar beet production in the Ukrainian agricultural enterprises remain insufficiently studied.

The **purpose of the article** is to analyze the investment attractiveness of sugar beet production and to determine the need of investment resources for the stable volumes of sugar beet production in the Ukrainian agricultural enterprises for 2016 year.

---

* Research supervisor – Ph.D., Professor of Economics M.M. Ilchuk

Results. Agricultural enterprises, private farms and households are engaged in sugar beet production in Ukraine. In 2012 the agricultural enterprises (including private farms that report by form 50-sg) produced 91,3% of the total volume of produced sugar beet whereas the households – 8,7% [4]. During 2000-2012 years in Ukraine harvested area under sugar beet decreased by 39,9%, yield increased by almost 2,3 times, gross harvest – 1,4 times (Table 1). The increase in sugar beet production furthered an increase sugar production during this period by 25,1% [1].

1. Key indicators of sugar beet production in Ukraine *

Indicator	Years							2012 compared to 2000, %
	2000	2005	2008	2009	2010	2011	2012	
Harvested area (all types of agricultural holdings), thsd. ha	747,0	623,3	377,2	319,7	492,0	515,8	448,90	60,1
Yield (all types of agricultural holdings), t/ha	17,67	24,82	35,62	31,49	27,95	36,33	41,08	232,5
Gross harvest of sugar beet (all types of agricultural holdings), thsd. t	13198,8	15467,8	13437,7	10067,5	13749,2	18740,5	18438,9	139,7
Profitability level of sugar beet in agricultural enterprises, including private farms, %	6,1	4,8	7,1	36,5	16,5	35,8	15,9	x

* Source: State Statistics Service of Ukraine [4].

Business for sugar beet production has become attractive. Profitability of its production in 2011 was 35,8%, in 2012 – 15,9%. Sugar beet industry has become attractive for investment. However the production strategy of agricultural enterprises regarding increase production of sugar beets is not always consistent with the innovation and investment strategies that involve the implementation resource-saving technologies of growing agricultural crops [5]. Lack of coordination between business strategies of enterprises has led to ineffective implementation of additional investment in sugar beet production.

An increase of investment in sugar beet production improves yield of sugar beet (Table 2).

2. Grouping of agricultural enterprises (including private farms *) of Ukraine by yield of sugar beet, 2012

Indicator	Groups of agricultural enterprises by yield of sugar beet, t/ha				Total
	I – to 30,0	II – 30,1 to 40,0	III – 40,1 to 50,0	IV – more than 50,0	
Number of enterprises	223	206	188	184	801
Harvested area, thsd. ha	63,4	84,9	146,0	86,7	381,0
Production of sugar beet, thsd. t	1589,8	3097,1	6562,1	4788,1	16037,2
Yield, t/ha	25,1	36,5	44,9	55,2	42,1
Production costs, mln UAH	691,4	1103,0	2261,3	1378,4	5434,1
Production costs per 1 ha, UAH	10907,2	12988,0	15485,6	15897,1	14260,9
The production costs of 1 t of sugar beet, UAH	434,9	356,1	344,6	287,9	338,8
Realization of sugar beet**, thsd. t	667,1	1259,4	2407,1	2053,8	6387,4
Income, mln UAH	294,2	528,0	1023,9	900,5	2746,6
Profit, mln UAH	-0,9	7,8	114,1	252,6	373,6
Total costs of 1 t, UAH	442,5	413,0	378,0	315,5	371,5
Price of realization 1 t (without VAT), UAH	441,1	419,2	425,4	438,5	430,0
Profit (+), loss (-) for 1 t, UAH	-1,4	6,2	47,4	123,0	58,5
Profitability (+), unprofitableness (-), %	-0,3	1,5	12,5	39,0	15,7

* Private farms that report by form 50-sg

** Part of enterprises transfers produced sugar beet to their own sugar factories

Source: author's own calculations on the basis of the data of statistical form 50-sg

The data in Table 2 show that the economic efficiency of sugar beet production in agricultural enterprises and farms in 2012 rose with an increase of sugar beet yield.

Analysis of the price strategy regarding the purchase of sugar beet by sugar factories in agricultural enterprises in 2010 - 2012 is carried out using the methods of economic-mathematical modeling. To this end, there were constructed mathematical models of demand and supply curves of sugar beet based on the statistical reporting of enterprises that reported by form 50-sg.

The mathematical function of the aggregate supply curve of sugar beet in 2010 can be represented as (formula (1)):

$$y = 330{,}378 + 1{,}596^{x}\ , \qquad (1)$$

x – supply, mln t;

y – price that enterprise actually has, UAH.

The mathematical function of the aggregate supply curve of sugar beet in 2011 can be represented as (formula (2)):

$$y = 317{,}957 + 1{,}376^{x} \quad . \tag{2}$$

The mathematical function of the aggregate supply curve of sugar beet in 2012 can be represented as (formula (3)):

$$y = 319{,}05 + 1{,}3902^{x} \quad . \tag{3}$$

For modeling the behavior of consumers a linear function is used:

$$Y = a - bp \ ,$$

Y – volume of using sugar beet, mln t;

p – price, UAH.

Aggregate demand curve of sugar beet in 2010 can be represented as (formula (4)):

$$Y = 19{,}98 - 0{,}0145 * p. \tag{4}$$

Aggregate demand curve of sugar beet in 2011 can be represented as (formula (5)):

$$Y = 28{,}52 - 0{,}0176 * p. \tag{5}$$

Aggregate demand curve of sugar beet in 2012 can be represented as (formula (6)):

$$Y = 26{,}792 - 0{,}0227 * p. \tag{6}$$

The visual representation of models of sugar beet market for 2010 - 2012 is presented in Figure 1.

The data of Figure 1 show that increasing sugar beet production from 13,7 million tons in 2010 to 18,7 million tons in 2011 (whereas for the domestic market country need 15,5 million tons sugar beet for production of 1860 thousand tons sugar) did not lead to lowering the prices. The average price for 1 ton of sugar beet (excluding VAT) only increased from 487,3 in 2010 to 519,2 UAH in 2011. This was due to high demand of processing enterprises for sugar beet. Some sugar factories bought raw material for 1030,8 – 1074,2 UAH/t.

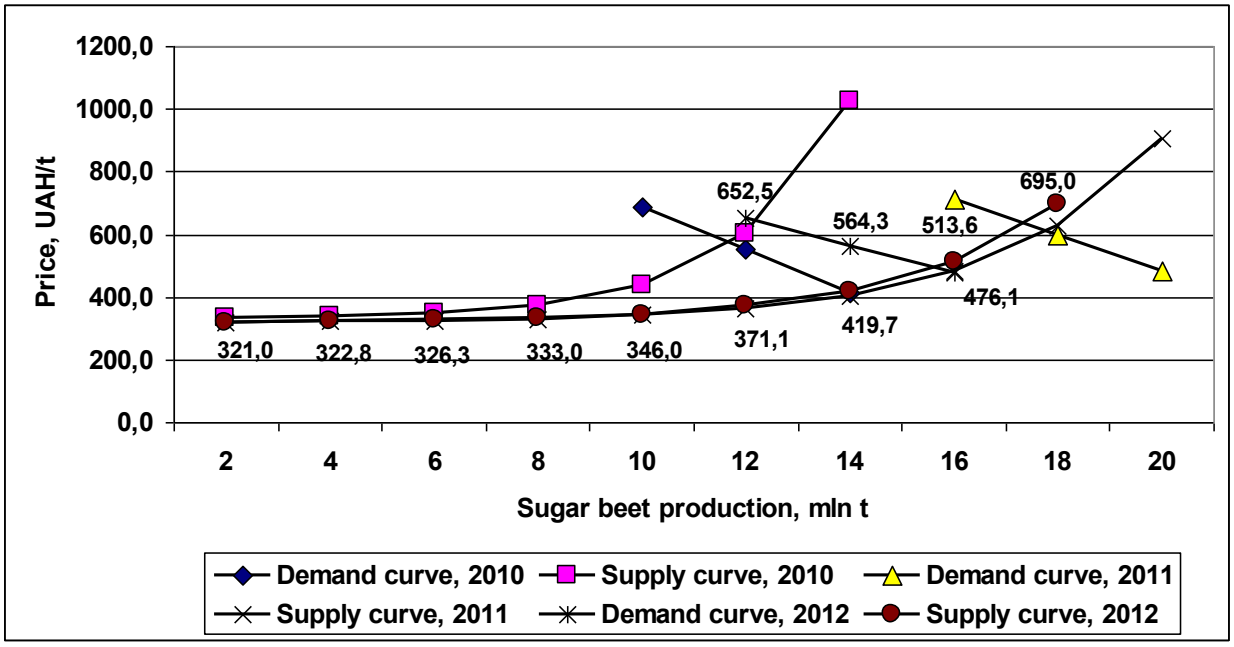


Figure 1. Demand and supply curves on the sugar beet market in 2010-2012

Source: author's own calculations on the basis of the statistical data

As a result, the profitability level of sugar beet production in single agricultural enterprises was more than 200%. It was an indicator for agricultural enterprises to increase the volume of sugar beet production.

In 2012 Ukraine received 18,4 million tons of sugar beets of which 2226 thousand tons of sugar were produced. Because of minor export opportunities of Ukrainian processing enterprises an excess of sugar was formed in the domestic market, that forcing processing enterprises to sell sugar below costs for its production [2, 3]. Therefore, the initial value in predicting the sugar beet production for 2016 will be the need of sugar for the domestic market in amount of 1,8 million tons and for the foreign market in amount of 0,2 million tons. For obtaining this amount of sugar it is need to produce 16,7 million tons of sugar beet. Considering trend towards decrease in the share of sugar beet production in households in total, the agricultural enterprises should produce about 16,3 million tons of sugar beet.

Expected yield of sugar beet for 2016 was determined on the basis of its level reached in 2011-2012 and its potential growth for enterprises with different levels of resource provision and on average will reach 47,0 t/ha. Then for

production the required amount of sugar beet the cultivated area of agricultural enterprises in Ukraine should be 346,9 thsd. ha (Table 3).

3. Resource need and efficiency of sugar beet production in agricultural enterprises (including private farms) of Ukraine in 2016

Indicator	Groups of enterprises by the level of resource provision				Total
	low	satisfactory	sufficient	high	
Sown area, thsd. ha	57,71	77,31	132,94	78,94	346,90
Yield, t/ha	29,54	40,58	49,58	61,68	46,99
Production, thsd. t	1704,5	3137,2	6591,6	4868,6	16302,0
Cost elements, mln UAH					
Seeds	81,1	133,2	241,5	145,2	601,1
Fertilizers	189,6	330,1	675,5	464,4	1659,6
Fuel	107,7	166,1	315,8	215,9	805,6
Payment for services of other organizations	165,0	250,4	480,8	261,9	1158,2
Other material costs	142,1	268,1	456,8	285,4	1152,4
Salary	47,4	74,4	105,6	99,5	326,9
Depreciation of fixed assets	33,8	45,9	86,3	82,3	248,3
Deductions to social purposes	16,8	26,8	38,3	36,6	118,5
Other direct and overhead costs	104,8	184,7	366,3	258,9	914,8
Production costs, mln UAH	888,5	1479,7	2767,0	1850,2	6985,3
Production costs per 1 ha, UAH	15395,2	19138,2	20813,9	23438,7	20136,2
The production costs of 1 t, UAH	521,2	471,6	419,8	380,0	428,5
Total costs of 1 t, UAH	573,4	518,8	461,7	418,0	471,3
Price of 1 ton of sugar beet (excluding VAT), UAH	585,2	585,2	585,2	585,2	585,2
Income, mln UAH	808,0	1487,1	3124,5	2307,8	7727,4
Profit per 1 ton of sugar beet, UAH	11,8	66,4	123,5	167,2	113,9
Profitability level, %	2,1	12,8	26,7	40,0	24,2

Source: author's own calculations. In the calculations it was assumed that price of sugar beet in 2016 compared to the 2012 will grow by 36% and prices on resources - by 27,0-43,0% depending on the their kind.

Using the developed technological maps for the typical enterprises with different levels of resource provision for the installed zones (Steppe, Forest Steppe, Polissya) the sugar beet production in the agricultural enterprises of Ukraine for 2016 was calculated.

As a result of calculations, there were defined the volume of sugar beet production for 2016 in agricultural enterprises and the necessary amount of resources and funds for growing crops by cost elements.

The results of research show that for getting the planned harvest of sugar beet in 2016 agricultural enterprises will have need in fertilizers worth 1659,6 million UAH, fuel - 805,6 million UAH, seeds – 601,1 million UAH, crop protection – 266,4 million UAH.

Total costs for sugar beet production in agricultural enterprises of Ukraine will amount to 6985,3 million UAH.

The calculation results show that the need for funds for working capital will be 7995,3 million UAH (including VAT) and the need for investment in fixed assets will reach 925,9 million UAH. Therefore, the total need for investment resources for the sugar beet production in agricultural enterprises of Ukraine in 2016 will amount to 8921,2 million UAH.

Conclusions and perspectives for further researches. The results of research show that in 2016 the sugar beet production in agricultural enterprises forecasts at level of 16,3 million tons. For obtaining the planned harvest of sugar beet in 2016 agricultural enterprises will have need in fertilizers worth 1659,6 million UAH, fuel – 805,6 million UAH, seeds – 601,1 million UAH, crop protection – 266,4 million UAH (excluding VAT). Total costs for sugar beet production in agricultural enterprises of Ukraine will amount to 6985,3 million UAH.

The total need for investment resources for the sugar beet production in agricultural enterprises of Ukraine in 2016 will amount to 8921,2 million UAH. Coefficients of cost recovery for growing sugar beet with low, satisfactory, sufficient and high levels of resource provision respectively will amount to 1,02, 1,13, 1,27 and 1,4.

Further research will be directed on formation investment strategy of enterprises of sugar beet subcomplex in conditions of uncertainty with the use of imitation modeling methods.

References

1. Dankevych O.H. Ukrainian prospects of sugar production. [Electronic resource]. – http://www.economy.nayka.com.ua/?op=1&z=1494
2. The Resolution of the Cabinet of Ministers of Ukraine № 179, 2 March, 2011 «On state regulation of production and realization of sugar and sugar beet in the period from 1 September, 2011 to 1 September, 2012». [Electronic resource]. – http://zakon4.rada.gov.ua/laws/show/179-2011-п
3. The sugar market in Ukraine: results, forecasts, prospects. [Electronic resource]. – http://sugarua.com/ua/sugarnews_ukr/lists/1822
4. Agriculture of Ukraine //Statistical yearbook for 2012; edited by N.S.Vlasenko. – Kyiv: State Statistics Service of Ukraine, 2013. – 402 p.
5. Strategic directions of investment support agricultural development in Ukraine till 2020/ Lupenko Yu.O., Demianenko M.Ya., Kisil M.I. and others – Kyiv: NSC IAE, 2012. – 66 p.

ИНВЕСТИЦИОННАЯ ПРИВЛЕКАТЕЛЬНОСТЬ ПРОИЗВОДСТВА САХАРНОЙ СВЕКЛЫ В СЕЛЬСКОХОЗЯЙСТВЕННЫХ ПРЕДПРИЯТИЯХ УКРАИНЫ. ***Е.И.Коновал***

Исследована инвестиционная привлекательность производства сахарной свеклы в сельскохозяйственных предприятиях Украины. Построены математические модели кривых спроса и предложения на рынке сахарной свеклы и определена потребность в инвестиционных ресурсах для производства сахарной свеклы в сельскохозяйственных предприятиях Украины на перспективу.

Сельскохозяйственные предприятия, производство сахарной свеклы, прогноз, инвестиции, эффективность.

ІНВЕСТИЦІЙНА ПРИВАБЛИВІСТЬ ВИРОБНИЦТВА ЦУКРОВИХ БУРЯКІВ В СІЛЬСЬКОГОСПОДАРСЬКИХ ПІДПРИЄМСТВАХ УКРАЇНИ.

О.І. Коновал

Досліджена інвестиційна привабливість виробництва цукрових буряків в сільськогосподарських підприємствах України. Побудовані математичні моделі кривих попиту і пропозиції на ринку цукрових буряків та визначено потребу в інвестиційних ресурсах для виробництва цукрових буряків в сільськогосподарських підприємствах України на перспективу.

Сільськогосподарські підприємства, виробництво цукрових буряків, прогноз, інвестиції, ефективність.

UDK 330.341.1 (477)(100)

Korobka V.M., graduate student,
National University of Life and environmental Sciences of Ukraine

ORGWARE OF COMMERCIALIZATION OF INNOVATIONS IS FOR DEVELOPMENT OF INNOVATIVE SPHERE IN UKRAINE AND WORLD

The peculiarities and methods of transfer and commercialization of innovative products in Ukraine and abroad, highlighted their role in innovation development of economy of Ukraine.

Keywords: orgware of innovative activity, commercialization of innovations, innovative process

Raising of problem. The orgware of innovative process depends on the features of management by him on the modern stage and indissolubly with the legal and financial providing. At the same time the decision of organizational problems does not eliminate the centralized management creation of innovative infrastructure taking into account requirements and terms of present moment. Many countries used the directive going near stimulation of innovative processes on national and regional levels (thus regions sometimes came forward as ob"ekt for an experiment). However much such approach without the account of market necessities can have a very opposite effect. It is Therefore expedient to carry out the grant of support and creation of stimuli by perfection of management state and non-state organizations.

Analysis of the last researches and publications. Foreign scientists would probe the question of theory and practice of innovative development of economy, becoming of innovative management and commercialization of objects of intellectual property and transfer of technologies B. Santo, B. Tviss, R.A. Fatkhutdinov, R.Foster, F. Fukuyama, Shumpeter, O.Y. Yudanov, Y.V. Yakovec and among domestic – Y.M. Bazhal, V.M. Geec, G.M. Dobrov, M.Z. Zgurovskiy, I.I. Lukinov, B.A. Malickiy, M.I. Tugan-Baranovskiy. In the agrarian sector of economy of Ukraine there are the directed works of on the search of ways of innovative development of industry V.G. Andriychuka, S.A. Volodina, O.D. Vutvutskoy, M.I. Kisilya, O.G. Shpikulyaka, M.F. Kropivko but other.

Raising of task. Purpose of the article - to probe conformities to law and features of orgware of commercialization of innovations for development of innovative sphere in Ukraine and world.

Exposition of basic material. A concept "commercialization of technology" determines necessary the commercial use of information about technology with the necessary receipt of benefit. This benefit in swinging majority is measured in concrete monetary items directly, far rarer - in those units, but mediated, through, for example, increase of efficiency of other technology. However, a money in these calculations is present always and is the determining criterion of progress of process.

In that time question about subject and carries out the direct use of technology, during commercialization is not primary, and in particular, quite often an author, original source of new technology, tries commercialization to engage (physical person or organization). The determining feature of transmission of results of scientific researches for their mastering is creation and development of commercial forms of cooperation of science and production. The analysis of experience of leading foreign firms shows that the market infrastructure of transfer of technologies has a difficult enough institutes structure. To it enter:

- scientifically are experimental establishments;
- venture fund;
- firm of venture capital which finances beginning of production;
- small innovative enterprise which gets the basic share of profits (or quickly swing open) in the first years of appearance of new products at the market;
- large enterprise which produces innovative products in large volumes.

Table 1

World experience of orgware of commercialization of innovative products

Aspects of orgware	**Mechanism of making decision**	**Realized in countries**

Material well-being scientific potential	• A presence is business of structures; • Development of innovative structures; • Development of cluster scientific associations.	ES Germany
Association of science and productions	• Creation and development of holdings companies which are oriented on the necessities of industry and market (creation and development of spin-off-firms, technological firms)	Sweden
Support of innovative suggestions the state	• Virtual scientific institutes of operating firms and state scientific institutes; • Creation of cluster network for state private collaboration; • State support of exchange of shots; • The interministerial program of cluster suggestions is seven programs, directed perfection and increase of reliability and flexibility of innovative activity	Holland ES Germany Finland
An estimation of highly remunerative innovative developments is for commercialization	• Development and progress of mechanism of innovative mediators is between the state, science, education, business, from organization of transfer of technologies	ES USA

As a result of analysis of table 1 it is possible to select the level of jurisdiction and defense of national interests of the state, degree of participation of business and company in innovative activity and commercialization of technologies. The successful decision of tasks from organization of the complex system of the infrastructural (legislative, financial and organizational) providing will create necessary terms for a reach level intellectual of production, close to world, including forming of bases of postindustrial company. During realization of national projects it is expedient to form the of a particular branch and between in industries

infrastructural providing of innovative activity. By basic spheres which require reformation (including realization of national projects) is:

- effective national innovative policy and its realization;
- it is a management the innovative systems;
- it is development and support of innovative clusters into the national innovative systems;
- development and support of all participants of the national innovative system; it is creation and support of development of innovative relation and bases given with the purpose of facilitation of collaboration and partnership in the national innovative system;
- it is conditioning for patenting in a state sector; it is introduction of tax incentives for NDDKR in a private sector.

A structure setting of which is created in Ukraine — instrumental in stimulation and satisfaction of demand on OIV. By it became created in 2002 years internet-exchange of industrial property (IBPV). Its activity is directed on the use of modern information technologies for promotion of scientific and technical achievements of Ukraine on world and domestic innovative markets. On the pages of IPBV an inventor and patenter must unique possibility light up for a potential buyer economic, ecological, social and other advantages, which are given by the use of this invention, useful model, industrial prototype. Achievement of high level of co-operation and integration (cluster and between in industries collaboration) is LED realization of the programs of development of municipal educations and territories [4].

The system of innovative provaydingu is the modern research eksplerentnim («basic») complex of innovation, which is based on principles of innovative philosophy as bases of research-on-research of innovative activity; scientific innovingu as bases of purposeful productive creation; innovative consulting as basis of promotion of innovations at the market; venture enterprise as basis of approbation of innovative technologies and going into the market of

naukomistkoy products; naukoemnogo market as basis of harmonization and compatible functioning of three market systems: scientific, innovative and enterprise [2].

The scientific townships of Russia have created the leading Moscow institutes of higher of department and. This approach allows to pass from the special and economic education to biznes - education, which is directed on realization of conception of gradual (stage-by-stage) increase of cost of innovative product, system change of market but companies. Through the system of tekhnoparkiv and inculcating areas young scientists of Russia not only develop new technologies, they are sold but also successfully (AFK «System», Chernogolovka) [1].

Finances investment (in particular infrastructural) projects, which have a national value, Investment Fund of Russian Federation which operates on the principles of CHGP widely applied in the whole world. In opinion of President TPP RF Is. Primakova, «creation of innovation structure is a not end in itself, but mean to increase the rates of growth and get the innovative way of development». In addition, an important result is the general production cost cutting in innovation structure on 5-7% due to the process of (mutualization) projects - cooperative money, shots, mass of researches of centers, from the transfer of technologies minimizations of charges on bureaucratic concordances.

Practice of studies of specialists activated in industry of business and technologies abroad. In this relation a model is an example of state approach to this problem of Kazakhstan: five groups of specialists directed for studies in «Innovative Creative Capital Institute» (THE USA), the cost of studies of every specialist treated the state in 200 thousands of As biznes - process can not fully coincide in countries with the different historical and economic level of development, Kazakhstan invests a money in creation of own scientific schools, in the studies of development of leadership [5].

By an important step in preparation of specialists for innovative the sector of economy acceptance of new professional standard became from a profession «Manager of innovative activity in scientific and technical and production spheres», ratified Decision of Minpraci of Russia (¹ 34 from 05.03.2004). The necessity of opening of new specialty for the Russian institutes of higher is conditioned growing demand on the managers of innovative activity, an annual requirement in which only from the side of the Saint Petersburg industrial enterprises makes 700-1800 men. [5]. In Ukraine this specialty is also opened in 2007 year.

Thus, by key principle of forming of effective organizational management in an innovative sphere the concerted conception of necessities of personality, company and state, must become taking into account realities of innovative economy, creation of the balanced organizational space which assumes the presence of the developed social structures, computer-integrated in industry and science of education, «innovative consciousness » companies, high spiritual potential and others like that.

Efficiency of functioning of the between in industries holdings, clusters, directly depends on a level conditionality's of legislative and organizational space, which is part of innovative infrastructure, which in Ukraine is on the stage of development, and in the countries of ES, for example, it is existed in the stage of mutual harmonization and integration. Exactly the state is responsible for creation and development of «engineering's networks», pilot infrastructure which can have different organizational forms: OEZ, tekhnoparks, scientific parks scientific parkas and other instruments of territorial development.

Conclusions and prospects of subsequent researches. In a transitional to the innovative economy period the state of obligation to be a leader and active participant of innovative processes, to use experience of other countries and make decision, adequate terms and national interests of Ukraine. Basic tasks must be directed on:

- harmonization of legal and economic terms of commercialization and transmission of technologies from civil - in a private sector ;
- providing of monitoring of legal protected of national scientific developments is at the international transmission of technologies ;
- perfection normatively - legal base taking into account national interests and international norms and rules, agreements and contracts, agreements and conventions;
- realization of these tasks can position as a result of between in industries national project of increase of efficiency of commercialization of results of scientific researches.

Used sources

1. Alfimov N. Komu upravlyat naukoy / N. Alfimov // of RFFI [Electronic resource]. it is access Mode : http://www.rfbr.ru/default.asp?doc_id=5392
2. Volodin S.A. Teoretiko-methodological and organizational principles of innovative provaydingu at the naukoemnomu agrarian market / S.A.Volodin. — K.: of joint-stock COMPANY of «Nichlava», 2007. — 384 s.
3. [Electronic resource].- It is access Mode: http://www.udik.com.ua/
4. [Electronic resource].- It is access Mode: http:// (www.ip-centr.kiev.ua)
5. [Electronic resource].-It is access Mode: http://www.heritage.org/index/

Korobka V.M., graduate student, National University of Life and environmental Sciences of Ukraine

ORGWARE OF COMMERCIALIZATION OF INNOVATIONS IS FOR DEVELOPMENT OF INNOVATIVE SPHERE IN UKRAINE AND WORLD

The peculiarities and methods of transfer and commercialization of innovative products in Ukraine and abroad, highlighted their role in innovation development of economy of Ukraine.

Keywords: orgware of innovative activity, commercialization of innovations, innovative process

PROSPECTS OF CREDIT UNIONS IN THE UKRAINE'S FINANCIAL SERVICES MARKET

I. Kozur, I. Kostuk

I considered the dynamics of the development of the credit unions, found the prospects for their activities in the financial services market in Ukraine and suggested areas for further development.

Keywords: credit unions, credit cooperatives, financial services market, non-bank financial intermediation, banks, credit

Statement of the problem. Developed market economy involves the functioning of many markets, including the financial services market. One of the participants in the financial services market is a savings and credit cooperatives - credit unions, which are the youngest depository financial institutions. Credit unions have become those financial institutions that make it possible to get financial services to individuals who have little income and no higher standard of living, small entrepreneurs and agricultural producers who can't any other way to meet their financial needs. So the problem the functioning and development of credit unions is an important part of the financial mechanism and it has particular relevance in a market economy.

Analysis of recent publications. Today the study of problems of credit unions engaged in more Ukrainian scientists who analyzed the nature and regularities of credit cooperatives in the country, working with serious scientific research. Various aspects of scientific developments on the operation of credit unions dedicated work of domestic scientists as Alimen M. Bekeshkina I. Vinogradov, V. Goncharenko, Dzyubyka S. Dragomiretskaya I. Zinovchuk V. Zlupko S., A. Kuzmin , Marochko V. Morozov A. Olenchyk, Panteleymonenka A., J. Przyszlak, Yakymenko M. and others. Significant contribution to the study of problems of credit-cooperative movement in Ukraine were also made such scientists and practitioners of Ukrainian diaspora as Balyuh M. Begun, R., A. Kaczor, Morhun O. Pleshkevych O. Salenko A. and others.

However, the problems of the modern development of credit unions at the micro level have not yet found enough reflection of the economic scientific thought. At this

time, are still unresolved issues of a solid foundation for the establishment and future development of credit unions in Ukraine, the problem of improving state regulation of unions, the problem of default contributions and ensure the solvency and liquidity of credit unions.

The purpose of the article is to analyze the development of credit unions and determine the prospects of their activities in Ukraine.

The main material. It is known that the main objective of credit unions is financial and social protection of its members by bringing their personal savings for mutual lending, financial support to business initiatives and providing other financial services.

Financial activities of the credit union makes it similar to other financial market participants - banks. Between these institutions there is a lot in common as well as excellent. Common is that both banks and credit unions in the market act as financial intermediaries created to meet consumer needs for financial resources. They have the ability to accumulate funds from those who currently have their surplus and those who feel they have an urgent need. The fundamental difference between these structures is the purpose of each of them: making a profit for the bank and the provision of financial services to credit unions. Abroad credit unions in its development is more close to the banks, but the main difference remains: they serve only their members.

Lending by credit unions has its advantages. First, the credit union as opposed to a bank is quite open structure, and works on a voluntary basis. Each member union has legitimate reason to monitor the activities of the association. Second, there is the opportunity to work out a positive credit history outside the bank. Third, if a credit union charter liberal, you can get a loan even without collateral. Money can be obtained within days or hours.

In Ukraine, the first savings and borrowing institution founded in 1871 in the village Sokyryntsi Priluky district, Poltava province. In the early twentieth century in Ukraine were about 3,500 credit cooperatives of various types. Credit cooperatives occupied key positions in lending mainly farmers and operate in a single sector with agricultural and consumer cooperatives.

In independent Ukraine first credit union resumed its activities in 1992 in the city of Krivoy Rog and Stry. Restoring Credit Union was the support of the Ukrainian diaspora and the governments of Canada and the United States. 90 years of the twentieth century were characterized by the establishment of a large number of credit unions, but hyperinflation 1993-1994 and " currency " crisis of 1998 led to the closure of many unions. In 2004 was held re solid and licensing of credit unions. To date, there has nominally 1.5 thousand unions , of which only 500 re gone .

As of 30.09.2013 in the State Register of financial institutions accounted for 628 credit unions. The dynamics of credit unions during the analyzed period (2007 - 9 months. 2013) is given in Table 1.

Table 1. Dynamics of credit unions in Ukraine

Indicators	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**9 months 2013**	**Темпи приросту, %**
The number of registered credit unions	800	829	755	659	613	617	628	-21,5
Number of members CU (thousands)	2 391,6	2 669,4	2 190,3	1 570,3	1 062,4	1 095,9	978,7	-59,1
Total assets (million UAH)	5 261,0	6 064,9	4 218,0	3 432,2	2 386,5	2 656,9	2 807,2	-46,6
Loans to members of CU (million UAH)	4 512,3	5 572,8	3 909,1	3 349,5	2 237,4	2 531,0	2 621,7	-41,9
Contributions of members to deposit accounts (million UAH)	3 451,3	3 951,1	2 959,3	1 945,0	1 185,5	1 287,5	1 363,3	-60,5
Capital (million UAH)	1 552,0	1 714,0	765,8	1 117,3	942,9	1088,7	1 169,2	-24,7

The number of credit unions since 2007 began to decline and at the end of 2011 compared to the same period in 2007 decreased by 187 units, or 23.4%. First of all, this is due to a significant deterioration of the financial situation of the credit union, lower indicators of solvency and liquidity.

The market segment of the credit institutions at credit cooperatives continued to deteriorate: key performance and further significantly reduced. The results of the credit unions over the period testified as to reduce the number of credit unions and the number of credit union members and the slowdown of economic activity and a significant decrease in the growth rate of their activities. However, unlike banks ,

credit unions almost never stopped lending , despite the difficult conditions of the activity.

However, since 2012 we can traced recovery of credit unions, building key performance indicators. And as of 30.09.13 the number of unions increased by 15 units. The rate of increase in the number of credit institutions due to the growth of public confidence in the sector of the financial market and the availability of obtaining loans from credit unions due to their specific advantages over bank loans.

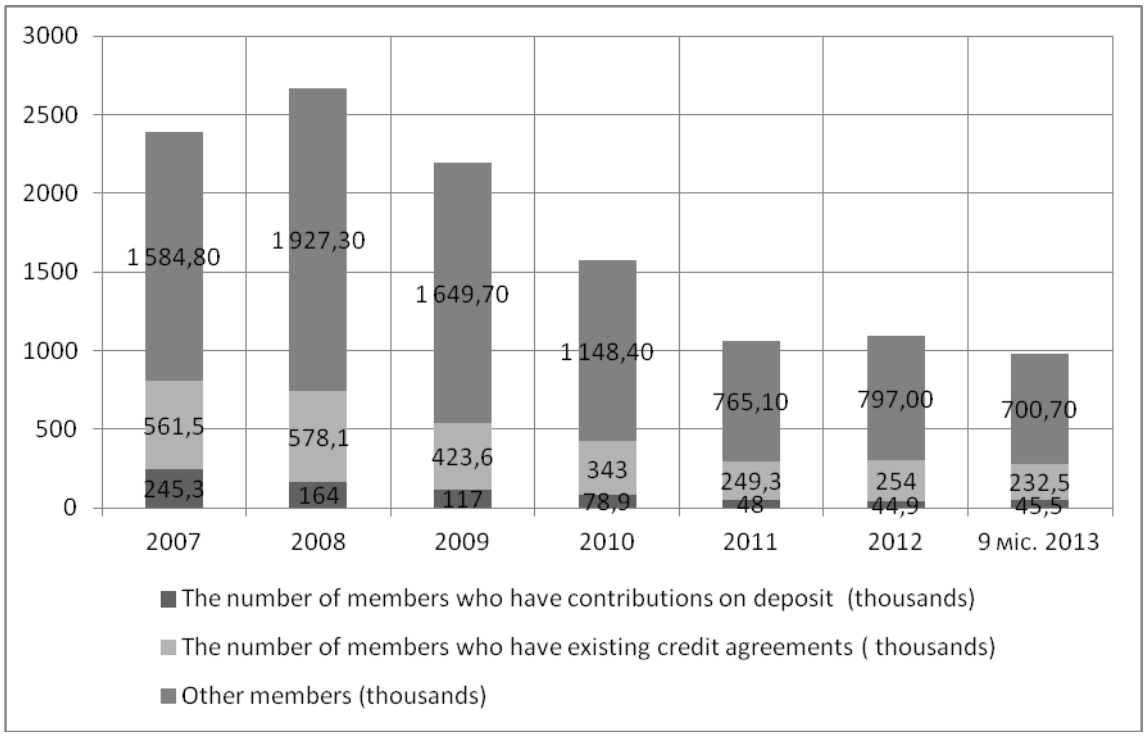


Figure 1. Changes in the number of credit union members in 2007 - 9 months 2013

Proportion of members who have deposits on changed almost doubled to 30.09.13 is 4.6% (45.5 million people), compared with 10.2 % (245.3 thousand) in 2007. Proportion of members who have loans over the period remained almost unchanged and the average is 22.4 %. Ratio of members who are not contributors , in 2007 - 9 months 2013 was 71-72 %, it is not significantly changed and remains significant. However, these members have a crucial votes and direct influence on decision -making credit unions.

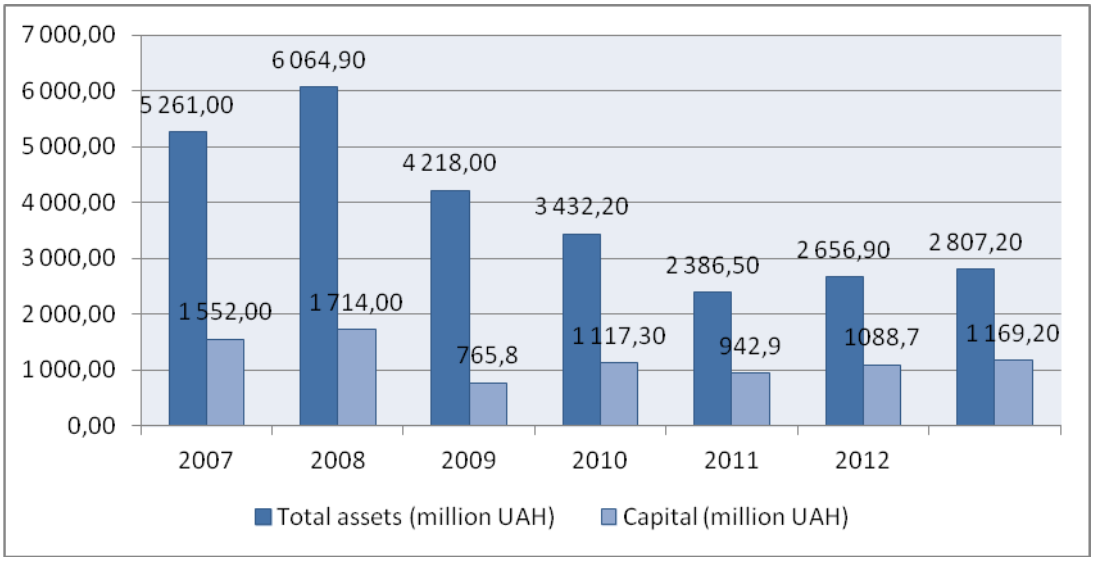


Figure 2. Dynamics of main indicators of credit unions in 2007 - 9 months 2013

The whole system of credit unions in Ukraine since 2009 showed a decrease in performance compared to previous periods , but in 2012 began a gradual increase.

The highest values of observed in 2008. The total assets of credit unions in 2008 increased by 15.3% and stood at the end of year 6 064.9 mln. , 5 of which 550.2 million., or 91.5% - is productive and the remaining 85 % (514.7 mln.) - unproductive assets. The total amount of capital credit unions increased during the year by 10.4% as at 31 December 2008 amounted to 1 714 million. The largest share of its stock was equity capital (1 204.8 million).

The total assets of credit unions as of 30.09.2013 is 2 807.2 million. , which is 46.6 % less than in 2007. The total amount of capital credit unions as of 30.09.2013 is 1 169.2 million and compared to 2007 decreased by 24.7%. Total capital is formed by:

- Shares of credit union members - 60.3% (705.5 million)
- Reserve capital - 35.5% (415.0 million.)
- Additional capital - 4.4% (51.3 million).

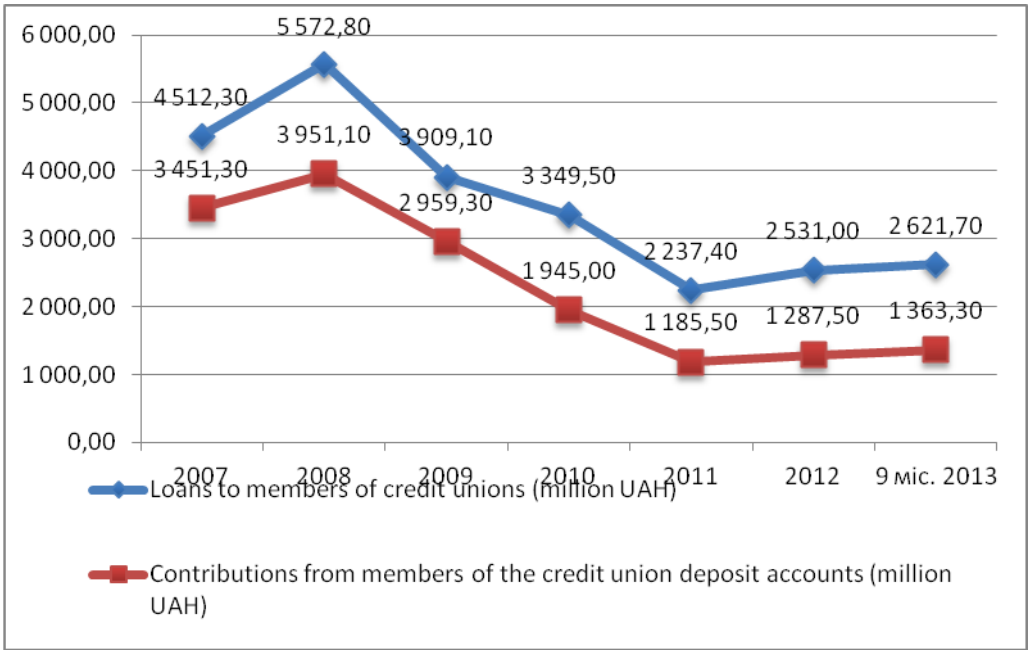


Figure 3. Dynamics of credit and to attract contributions from members of credit unions in 2007 - 9 months 2013

In general, credit unions lending its members increased every year. However, in 2009, 65% of the volume of credit operations declined compared to 2008 , and the balance of loans to members of credit unions at the end of the period - by 30%.

Panic among depositors of credit unions in the financial crisis led to a massive outflow of deposits: for the period 2008-2009, the number of contributors has decreased by 52.3% from 245.3 to 117 thousand people, while the number of borrowers fell by 24.6% from 561.5 to 423.6 thousand. , resulting in an imbalance of loan and deposit portfolios.

Involvement of contributions (deposits) to deposit accounts by credit unions continued in 2009 due to the significant excess rate of return of deposits higher interest rates) compared with banks. In 2009, the average rate was %:

	on deposits	on loans
in the banking sector	12.8%	17.8%
in credit unions	25%	36.4%

Brought to resources such conditions by decision of the credit union used in speculative transactions that occurred primarily on real estate and land, which was one of the main causes of the crisis in the system of credit cooperatives .

As of 30.09.2013 on deposits of credit union members accounted deposits totaling 1 363.3 million exceeding the respective period of 2012 to 6.0%. Average

amount of contributions on deposit accounts is 30 thousand (as of 30.09.2012 - 28,5 thous. , as of 30.09.2011 - 24.8 thous.).

The growth of deposits (contributions) of the credit union to deposit accounts in general and per credit union member indicates a growing public confidence in credit unions as depository institutions . Loans to members of credit unions also increased by 1.5% 39.8 million) compared to last year and is 2 621,7 million.

Activities of credit unions in financial services has shown that credit unions are actively developing dynamically increasing the field of membership, annual increase assets, capital, loan portfolio, providing loans and small business population and their future non-bank financial intermediaries.

The conclusions and recommendations for further research. Thus, the purpose of the credit unions are not for profit , and providing various financial services only to their members , who are both the owners and the customers, because the credit union manages to combine the interests of owners and customers. The credit union is both a form of mutual aid citizens and their non-governmental organization that provides a variety of collective funds used for public purposes , and the financial institution that can provide its members with almost full range of banking services. Credit unions are relevant for today, they are a good alternative to banks, since their development in financial services is necessary.

Prospects for the development of credit unions in Ukraine:

- ✓ Comprehensive market coverage in rural areas with deep penetration of financial services to all categories of people in rural areas (social lending, consumer credit, credit for the development of private farms, the implementation of local energy efficiency programs, the development of eco-tourism and support for land reform, etc.);
- ✓ Loans for small business and farmers who are not a priority for customers of banks and other types of credit institutions;
- ✓ Functional integration with local communities, other types of cooperatives, various forms of economic or social self-organization of population, trade unions, labor groups, educational institutions and others.

Areas for further development of credit cooperatives in Ukraine:

- ✓ To ensure the stability of credit unions and their compliance with the rules of civilized behavior in the market due to the reform of state regulation and supervision of credit unions and the development of compulsory participation of self-regulation;
- ✓ The establishment of national deposit guarantee system of credit union members similar to the system that exists today for depositors;
- ✓ The establishment of centralized financial resources to maintain short-term liquidity and conducting medium rehabilitation credit unions, especially in the context of systemic financial crises.

List of references:

1. Брусковська К. І. Стан та особливості розвитку кредитних спілок України// Режим доступу http://archive.nbuv.gov.ua/portal/natural/nvvnu/ekonomika/2008_7/2/Bryskovska.pdf
2. Закон України «Про кредитні спілки» від 20.12.2001 № 2908-III // Режим доступу http://zakon2.rada.gov.ua/laws/show/2908-14
3. Оленчик А.Я. Значення кредитних спілок у фінансовому оздоровленні української економіки в посткризовий період: Презентація доповіді президента об'єднання кредитних спілок «Програма захисту вкладів», 21 травня 2012 року // Режим доступу http://vaks.org.ua
4. Офіційний сайт Державної комісії з регулювання ринків фінансових послуг України // Режим доступу www.dfp.gov.ua
5. Терещенко Г.М. Перспективи розвитку кредитних спілок в Україні // Фінанси України. – 2009. - №5

MANAGEMENT FEATURES RURAL GREEN TOURISM

I.P. Kudinova

The features of the management of rural green tourism. Highlight factors management of green tourism. A specific strategies that will increase the positive economic effects of recreation in rural areas of our region.

Keywords: green tourism, management, agrooseli, rural areas.

Raising of problem. In Ukraine actuality of range of problems of rural green tourism is predetermined by the urgent necessity of urgent decision of socio-economic problems of modern village. For years independence of Ukraine in rural locality there is reduction of population, increase of unemployment, mass заробітчанська migration. Therefore for the state development of rural green tourism is important so as he extends the sphere of employment of rural population and gives additional earnings to the peasants; extends possibilities of employment of rural owner not only in the field of productive but also in the sphere of service. And also stimulates development of service business : to trade, transport, copula, services of way of life, entertaining for rest services et al.

Modern experience and scientific researches certify that speed-up development of rural green tourism can play the role of catalyst of structural alteration of economy, provide demographic stability and decision of urgent socio-economic problems in rural locality.

Analysis of the last researches and publications. The problems of development of rural green tourism investigate В. Васильєв, П. Горішевський, В. Гловацька, Ю. Зінько, М. Кострица, Н. Кудла, М. Рутинський, and also foreign scientists of К. Дронг, В. Котлінський, Я. Маєвський, С. Медлік, Я. Сікора and other Without regard to it, the row of aspects of this issue of the day in new economic terms remains studied not enough and needs more deeper researches.

Research aim. To consider the features of management of rural green tourism as one of directions of development of enterprise in rural locality.

Exposition of basic material. In modern Ukraine rural green tourism becomes stable and formed industry gradually, but tourists expect the best choice

and quality with of long duration responsibility for an environment. It can be attained only by the effective planning and management.

The aim of management of rural green tourism consists in long-term support of constancy of this tourist sector by defence of local culture and environment through the mechanisms of producting of specific public benefits (services) and maintenance of their competitiveness.

Strategy of rural green tourism in every separately taken locality, depending on her recreational potential, needs determination of priorities before the beginning of development.

These strategic intentions must be looked over periodically, thus by the special partner collaboration between the proprietors of agrodwellings, public unions of assistance to development of rural green tourism and rural tour operators.

The important mechanism of management of rural green tourism is adjusting of dialogue and partnership between business, unions of proprietors and public institutes. It is necessary, first of all, through the necessity of alteration of rural economy. Rural tourism is specific part of economic activity on any territory due to strong influence of public sphere and competition pressure of consumers.

The basic factors of an increase complication of management rural tourism are:

- a substantial vagueness of market situation;
- seasonal instability of demand on турпослуги;
- high competition at the regional market of турпослуг with establishments of other organizational forms of mass recreation;
- limit nature of financial resources;
- changeability of demand (queries) of consumers of tourist services;
- socio-economic situation in a country and others like that.

In such terms an agrotourist economy can not be limited only to the standard current planning of the economic activity and operative (situatioonal) managements. Business that is conducted on modern world rules requires the input

of strategic management, that outlines the wide circle of questions of existence of rural tourism in an unstable market environment.

The basic postulate of strategic management was set forth so: a "survival and development of business-unit on an of long duration prospect depend on ability of this business-unit in good time to envisage changes at the market and properly to adapt the organizationally-attendant structure and spectrum of nomenclature of brandname tourist product" [1].

In other words, speech йдеться about clear realization on all levels (proprietor of agrodwelling, rural community, district soviet, regional institutes) of strategy of development of rural tourism. This strategy must give answers for key questions in relation to essence of this activity :

- what is rural tourism today?
- that must rural tourism be tomorrow?
- what our services, functions, levels?
- that is it necessary to do, to attain the put aims?

In addition, strategies of rural green tourism must be consonant with the local aims of development.

During formulation of the system of aims (interests) of local development and rural green tourism it is necessary to take into account the five basic requirements (they are named SMART). Namely:

1. Specific (definiteness) - aims must be so clear and exact, that possibility was not for their wrong or plural interpretation.

2. Measurable (measurableness) - aims must express in number all what can be attained (including subjective expectations), and in number to measure a result, if aim it is attained.

3. Achievable (reach) - the interested persons on all levels must be sure that the put task fully.

4. Related - aims must be correlated with strategy, economic interests and personal interests (by reasons) of those workers, that will incarnate these aims in life.

5. Time - bound (sentinel limit nature) - aims must be clearly regulated in time in relation to the terms of their achievement.

The main objective of the strategic management of rural tourism comes down to prioritizing goals and their rankings over time, that is the definition of long, medium and short term.

An important aspect of the management of rural tourism speaks problem adequately assess reach their goals. It often happens that the widely declared strategic objectives of regional development and regional completely "stuck" on the ground and do not include non-economic realities of local development.

For individual owners AHROOSELI target minimum program - a way to survive, keep "afloat" (goal of obtaining the minimum required profit). Contrary to the public association of owners AHROOSELI, district and regional government priority is to achieve the target program maximum - the market expansion of local agro-tourist farms with maximizing a) income; b) consumer rating (popularity); c) non-competitive status quo.

After the careful study of aims and market possibilities of management pass to tactical implementation of long-term strategy. The management of tourism foresees potential benefits for rural districts. Tourism comes forward the important source of workplaces for rural communities, especially for those which are in demo- or agrodepresivnikh and economic backward districts. As jobs in agro-tourism services mostly do not require special skills and qualifications, the locals with initial skills able to work in this sector as servants, manufacturers of food for tourists, guides, leaders, masters crafts.

One of the key objectives of management of rural tourism is to develop mechanisms to balance the benefits of eco-tourism and potential adverse effects.

In determining the strategic priorities of agro-tourist farms should take place SWOT-analysis [3]. This method of analysis of the socio-economic situation on the ground and clarify key areas of management of rural tourism. The name of the method comes from the first letters of the English words: S - opportunities; W - risk; Oh - force; T - weakness.

Constituent subsystems analysis are:
- SW-analysis (analysis zovnishnorynkovoho environment). Use SW-expert character analysis;

- OT analysis (analysis of the internal potential of the institution). Use mathematical and analytical OT analysis.

Specific aspects of the SWOT-analysis:
• The potential of (S) agro-tourist farms (unique tourism resources, tourism product innovation, technical and technological lead over potential competitors, etc.).

• Hazards (W) agro-tourist farms (macroeconomic and socio -political situation , inflation , fiscal policy , fluctuations in demand , deterioration of tourist image of the region, terrorism, etc.).

• Power (U) agro-tourism farms : defined and hidden inner reserves of self (eg, the degree of congestion room fund depending on the season).

• Weakness (T) agro-tourist farms (turnover, unconstructive social and psychological atmosphere , technical, technological limitations , etc.).

The method of SWOT- analysis can identify both internal and external factors that have an impact on the success of the case, which makes it possible to analyze the resources and environment management, in addition to set priorities. The analysis is sufficient to simplify the identification of strengths and opportunities that should be used , as well as weaknesses and threats that need to be overcome. Through proper determination of strengths and opportunities AHROOSELI owner can compare strategic alternatives , make informed choices and to specify the action strategy , to generate new concepts and plans. But we must be aware that you can control some of the weaknesses and threats , and in some we have no influence.

An important impetus for the Ukrainian village in rural development was the rest of his assignment to part-time activity of rural families who he actually is. Rural appreciates such activity as welcome vacationers to significantly increase income families. In addition, in our opinion, should be developed specific strategies that would allow to increase the positive economic effects of recreation

in rural areas of our region. These strategies in the implementation plan further development of rural green tourism in the region , we believe , should include:

Increasing the length of stay in rural dwellings of visitors from urban areas;

- Increasing the period recreation season;
- Organizing special trainings and seminars for owners AHROOSELI;
- Ensuring local people work;
- Conservation of traditional buildings and housing;
- Organization convenient for travelers of traffic in the region;
- Maintaining agricultural productivity Highlanders;
- The development of values and cultural and educational quality of life of rural people.

Conclusions and recommendations for further research. Green tourism in effective management can really improve the quality of life in rural areas. In particular, it can act as the main (important) source of revenue for local budgets, the revival of folk crafts and family occupations , improving skills for the conduct of the private sector using the latest technologies, including organic farming, intensification of the business environment , along with the growth of local budgets social partnerships, financing, and operation of social services , health status, trade , transportation and public services, health services in rural areas.

References

1. Рутинський М., Зінько Ю. Сільський туризм. Навчальний посібник. – К. Знання, 2006. – 271 с.

2. Мальська М., Худо В. Менеджмент туризму. – Львів: Видавничий центр ЛНУ ім. Івана Франка, 2002. – с.139-161.

3. Кудінова І.П. Перспективи розвитку сільського зеленого туризму в Україні // Науковий вісник НУБіП України. Вип. 163. – Частина 1. – К., 2011 – С. 51-57.

4. [Електронний ресурс]. – Режим доступу: http:// www.greentour.com.ua .

УДК 631.115.13:711.437

DEVELOPMENT OF AGRICULTURAL ATTENDANT COOPERATIVE STORES IS IN UKRAINE

I.P. Kudinova, candidate of economic sciences, associate professor of department of the agrarian consulting and service, NUBiP of Ukraine

The role of agricultural attendant co-operation is exposed. Grounded expedience of creation of agricultural attendant cooperative stores, it is given recommendation in relation to directions of their development.

Keywords: *agricultural attendant cooperative store, deliberative service, agriculture, food safety.*

Raising of problem. An effective agricultural production is basis of providing of food safety of the state, satisfaction of population of country, by high-quality food in an enough body and different assortment stuffs. Present agrarian structure, which the concentration of earths of agrokholdingiv, what are specialized on growing of highly remunerative and monocultures of mainly corn and oily groups, and the shallow personal peasant economies and farmers are engaged in the production of labour intensive fruit and vegetable and meat and milk goods, is unbalanced.

Creation of agricultural attendant cooperative stores in Ukraine it is necessary to examine as the real possibility of construction of new model of agriculture, which will allow to take advantage large commodity production and take into account interests of rural commodity producers, instrumental in the revival of peasant as an owner of production, real proprietor of capital and mine-out by him products goods.

Analysis of the last researches and publications. To research of sil'skogo-spodarskoy of attendant co-operation the devoted labours of M.P. Gricenko, V.V. Zinovchuka, M.Y Malika, L.V. Moldova, R.Ya. Counterfoil, P.T. Sabluka et al.

Research purpose – to ground importance of development rural-economic attendant cooperative stores in Ukraine.

Exposition of basic material. In Ukraine the 4,3 million and over 40 thousands of farms personal peasant. Using the over 6,6 million hectare of the landed lands, they produce an about 60% gross agricultural produce. From a general amount 42% the personal peasant economies have a more than 5 hectare of the landed lands in the use. Employment in these economies for their most members serves or by the not unique source of domestic profits [1].

The general sale of mine-out products through agricultural cooperative stores enables to form large commodity parties of potato, fruit, green-stuffs, cattle, and others like that and to sell them directly that allows supermarkets, processing enterprises and other wholesale buyers, to increase a profit yield on 20-30%. If a cooperative store zakuplyae for the members wholesale parties of fertilizers, seed, fuel and other capital goods, wholesale prices will always be below by comparison to the costs of individual purchases. Due to cooperative stores from the general use of highly productive agricultural technique farmers not only can get access to it, but must possibility diminish individual charges on the purchase of hardwares, to bring over to implementation of works of professional mechanization experts, and others like that. Consequently, agricultural attendant co-operation for peasants – it to save a way own economy and at the same time possibility to use the benefits of large-sized enterprise.

Will mark that forming of co-operative segment of agrarian market restrains temper imperfection of legislation, weak financial base, absence of skilled shots, – organizers of co-operative motion, by insufficient knowledge of peasants in advantages of combining effort subject to conditions co-operation for subsequent development and by absence of the proper state support.

As a result, agricultural attendant cooperative stores are too slowly created in Ukraine, and in separate regions they halted the activity. Yes, by the state on 1.01.2014 counted 953 agricultural attendant kooperativa (SOK). Specialists acknowledge that for Ukraine it is a too low index. And add here: among them workings only 618. Other – are close third — until now can not open out the activity.

In that time countries are members of ES, through agricultural attendant cooperative stores realize 70% products, United States of America, Canada, – 60% et

al thus decided a problem selling off of products, grown farmers, by support of creation by them transparent procurement, purveying sale infrastructures on principles of co-operation and its integration with trade, enterprises of food and processing industry [3].

The decision of the noted question in Ukraine is possible on condition of state support of development of network of agricultural attendant cooperative stores as important factor of increase of competitiveness of the personal peasant and farmer economies and physical persons – agricultural commodity producers, improvement of them the socio-economic state, expansion of sphere them employment and increase of level and quality of life of rural population on the whole.

Basic problems which restrain development of co-operation in rural locality is:
- not uregulevanist' of current legislation in the field of agricultural attendant co-operation, in particular disparity of Law of Ukraine «About agricultural co-operation» the norms of the Civil and Economic codes of Ukraine and Law of Ukraine «About co-operation», that in practice results in the considerable misunderstanding and creates additional obstacles on the way of forming and development of agricultural attendant cooperative stores;

- not uregulevanist' of tax status of agricultural attendant cooperative stores in accordance with specific economic nature of their activity. In particular, it is not decided, in end-point status of agricultural attendant cooperative store as unprofitable organization.

Will mark, that one of retentive factors of creation of attendant cooperative stores there is insufficient knowledge of rural population with advantages of co-operation. Organization informatively roz’yasnyuval'noy and elucidative work among peasants with participation of local organs of self-government, teachers, will help to overcome this barrier, do their choice in behalf of co-operation conscious.

Purpose of elucidative work – pick up thread the trust of peasants to attendant co-operation, to help to revive old Ukrainian co-operative traditions, form a powerful modern co-operative network in Ukraine and promote the economic and social standards of dwelling of people on a village.

Also considerable role in becoming of attendant co-operation on a village must play deliberative services through organization and leadthrough of studies of rural population, popularization of co-operative advantages, consultations and support of cooperative stores, on the stage of creation and subsequent activity. Thus, deliberative services must were become for an ordinary peasant by an original bridge to the market conditions of menage.

Conclusions and prospects of subsequent researches. Rural-economic attendant co-operation is instrumental in the increase of efficiency of agricultural production due to optimization of charges of commodity producers on acquisition of capital, leadthrough of separate technological operations, realization of marketings researches, and also increase of income, goods from realization of products; to expansion of access of agricultural commodity producers, especially personal peasant and farmer economies, to agroservisnikh services; to the improvement for the agricultural commodity producers of process of realization of products, more effective use of ductings of sale, achievement of strong positions, at the market, adaptations to the market conditions, and also to creation of additional workplaces in rural locality, to the improvement of social defence of rural population and increase of standard of living on a village.

List of literature

1. [Електронний ресурс]. – Режим доступу: http://farmer.co.ua
2. Малік М.Й., Лупенко Ю.О., Пулім В.А. Кооперація та інтеграція в аграрній сфері економіки. Організаційно-економічна модернізація аграрної сфери: наукова доповідь / за заг. ред. акад. НААН П.Т.Саблука. К.: ННЦ ІАЕ, 2011. – 342 с. – Розд.6, підрозд. 6.3. – С. 172-180.
3. Лупенко Ю.О., Малік М.Й., Гриценко М.П., Корінець Р.Я. Сільськогосподарські обслуговуючі кооперативи: формування і функціонування. Методичні рекомендації. К.: ННЦ ІАЕ, 2012, 68 с.

Strategy of sugar beet subcomplex development

Kutsekon L.O. , Ph.D. , assistant

National University of Life and Environmental Sciences of Ukraine

The strategy of sugar beet subcomplex development based on clustering and further revival of the industry, increasing the competitiveness of domestic products and their entry into foreign markets with the ability to increase future capacity and ensuring energy security are proposed.

Key words: sugar beet, sugar, sugar beet subcomplex, sugar beet cluster, strategy.

Problem statement and analysis of the major publications. As a result, reform of economic relations in Ukraine in recent years significant crisis has experienced that engulfed the entire farm complex state affected all sectors without exception, most of which are highly costly and inefficient. A typical representative of such industries is sugar beet subcomplex .

This is especially important for regions where sugar beet production was the leading industry and an important source of cash income. Therefore, we should focus on eliminating the negative tendencies which lead to an increasing in the cost of sugar beet growing, loss and termination of the sugar mills. The real way out of the crisis in the industry is to develop a strategy for effective development of the sector which should be based on the combined interests of sugar beet production with significant social, economic and environmental effects.

Consequently, there is an objective need to study the current state of beet sugar subcomplex and support a viable development strategy.

The development, operation and efficiency of sugar beet subcomplex , the relationship between processors and producers of raw materials have been studied by many domestic scholars , among them V. Andreychuk, P. Borschevsky, V. Geets, S.

Dusanovskyy, A. Zaets, A. Zayinchkovsky, E. Imas, M. Kodenska, N. Kondratiev, V. Lyskov, MG Lobas, I. Lukin, V. Poplavsky, N. Royik, P.Sabluk, V. Fitter, A. Stelmashchuk, O. Spiers, I. Yaremchuk and other scientists.

However, in the economic literature organizational and economic factors improve sugar beet subcomplex and its development as a result of structural changes that occurred in the conditions of market economy have been insufficiently studied. Questions of development strategy of enterprises subcomplex Ukraine beet sugar in the current market environment, due to the increased openness of the economy of our country such as accession to the WTO have been aside the remaining. The said has predetermined relevance of research.

The aim of the study is to develop an effective strategy for the development of enterprises subcomplex sugar beet , based on a combination of agricultural producers, refineries, brokers and business infrastructure related with single technological cycle of production of sugar beet, its processing and sale of products whose activities are based on the maximum coordination of interests, deep processing of waste materials in obtaining highly competitive food production and alternative energy sources in obtaining significant economic , social and environmental effects of the production of alternative energy sources.

Development of strategy beet sugar subcomplex includes forming around refineries raw areas as different enterprises using technology intensive cultivation of sugar beet, sugar mills so as consistently provided with raw materials, and sugar beet producers obtain additional financial resources. Uninterrupted supply of raw materials at the sugar factory enables maximize production capacity and promote best time processing of roots that affect the cost reduction 1c sugar. However, the formation of the primary areas it should be considered optimal distance transport of sugar beet [1-3].

The development strategy of sugar beet subcomplex enterprises should include the diversification of production, to create a powerful plant -based fattening systems. Positive environmental factor such integration is also that the company remains committed

to rotation as the lease of land by the sugar it would be virtually impossible. Another element of diversification is to produce alternative energy. The advantage here is the ability to regulate the production of a product due to market conditions, if the situation is unfavorable for the sale of sugar, direct more raw material for bioethanol production and vice versa [6-8]. However, the state should also create programs to support the production of ethanol by reducing the tax burden on people or the imposition of fines on companies that refuse to add ethanol to gasoline. An integral part of development strategy of beet sugar subcomplex enterprise are measures to improve the management of labor potential subcomplex involving high employment through its transformation qualifications and duties , improving motivation in a deep integration and diversification [3-5]. Nowadays, the sugar industry lacks clear integrating mechanisms that could ensure coordination of the interests of all stakeholders.

The main factors that will have the greatest impact on certain aspects is to improve the technical and technological component production, laying it on a clear scientific basis, production increased funding of the market, the market adjustment mechanisms. Another element of optimization is to integrate the efforts of farmers and beet sugar factories, which implies a relationship focused not only on the sale of raw materials, and much deeper issues relating to support agricultural enterprises, the introduction of the mechanism of prepaid products, providing them with fertilizers and resources. In addition to this, the potential of a cluster is greatly enhanced by deeper processing of sugar beet and a high level of complexity. In sugar beet subcomplex main provisions of this growth lies in a complex using –sugar beet production and processed by new technologies. In the scientific literature on the subject it has been dominated the traditional approach, according to which "the value of sugar beet is not limited to the production of these sugars. During beet processing plants receive pulp and molasses. Bagasse is used for animal feed and the production of pectin glue used in textile production. Molasses is widely used in the manufacture of animal feed. It is the raw material for the production of ethanol, glycerol, nutritional yeast for the baking industry, lactic and citric acids "[6, 8]. Director of the Institute of Sugar Beet Research in Göttingen, Prof. BernvardMerlender general reckons about the need to consider not only

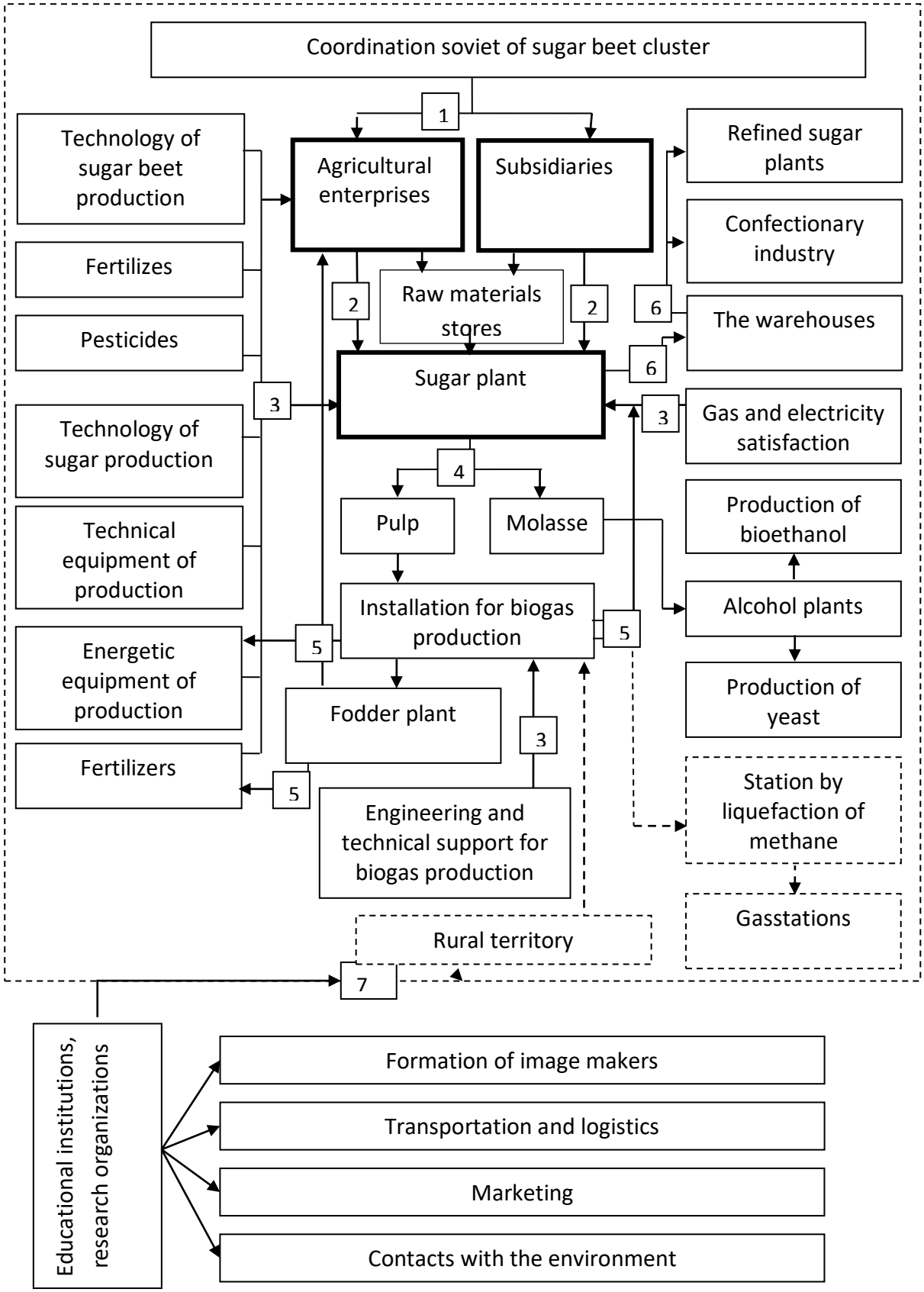


Figure . 1. The model projected sugar cluster:

1 - managerial influence , 2 - material flow beet , 3 - the processes associated with the provision of 4 - material flow of sugar production waste 5 - material flow of waste recycling sugar beet (fodder , biogas , fertilizer), 6 - material flow of sugar , 7 - cluster service.

the sugar beet as a raw material for sugar production , but also as an important element of energy security [6, 8]. It focuses on the possibilities of their using for the production of ethanol , which in Europe has been seen as an important addition to the obligatory traditional gasoline consumption.

Thus, in assessing the benefits of biogas production from waste sugar beet subcomplex , we have noted its high potential for cluster formation, one of the conditions for the formation of which is as deep processing products and their waste. Thus, on the basis of this offer within a sugar cluster in Cherkassy region , whose main task would be to ensure coordination of interests of all participants, as well as deep processing products and wastes in order to improve its efficiency. Total projected sugar beet cluster model has been presented in Fig. 1.

Given the previous parts of the national development strategy sugar-beet industry has already had all the prerequisites for its revival, entering foreign markets will further increase export potential.

Conclusions and recommendations for further research. Optimization of sugar beet production and processing , rational distribution of production and its concentration in favorable for growing sugar beet soil- climatic zones , restructuring of the sugar-beet production , decommissioning thin wasted refineries , construction of new modern enterprises , organization of stable raw material zones , introduction of advanced science-intensive technology and efficient cultivation and harvesting of sugar beet seed and sugar beet processing and saving environmentally friendly technologies European level, fixed assets of sugar industry and sugar beet production , raising the technical level by the introduction of science and technology in deep integration and diversification of production will ensure the strategic development of sugar beet companies subcomplex followed by rebirth field , increasing economic efficiency, competitiveness and domestic sugar output to foreign markets with the possibility of its future growth potential and ensuring energy security.

Список літератури

1. Бакум В.В. Методологія розробки агропромислових кластерних утворень регіону / В.В. Бакум // Економіка АПК., 2009. – № 4. – С 38-44.
2. Бакум В.В. Самоорганізація в агропромислових регіональних кластерах / В.В. Бакум // Економіка АПК., 2009. – № 1. – С 21-27.
3. Войнаренко М. Кластери як полюси зростання конкурентоспроможності регіонів / М. Войнаренко // Економіст. – 2008. – № 10. – С. 27-30.
4. Іщенко О.В. Кластеризація як фактор формування сучасного рикну картоплі в Україні / О.В. Іщенко// Агроінком, 2008. – № 5-6. – С 15-18.
5. Кластерний аналіз. http://www.statsoft.ru// [Електронний ресурс]. – Режим доступу: www.statsoft.ru
6. Кропивко М.Ф. Особливості формування регіональних агропромислових кластерів / М.Ф. Кропивко, Д.І. Мазоренко, І.О. Белебеха, В.В. Бакум // Економіка АПК., 2008. – № 10. – С 7-15.
7. Саблук П.Т. Кластеризація як механізм підвищення конкурентоспроможності та соціальної спрямованості аграрної економіки / П.Т. Саблук, М.Ф. Кропивко // Екомоміка АПК, 2010, №1. – С. 3 – 12
8. Стельмащук А.М. Використання кластеризації у формуванні конкурентоспроможності національної економіки / А.М. Стельмащук// Інноваційна економіка. – С. 54-62

Предложены стратегия ефективногоразвитиясвеклосахарногоподкомплекса на основекластеризациипредприятий с последующимвозрождениемотрасли, повышениемконкурентоспособностипродукции и еевыхода на зарубежныерынки с возможностьюнарастаниябудущегопотенциала и обеспеченияэнергетическойбезопасностистраны.

Ключевые слова: сахарнаясвекла, сахар, свеклосахарныйподкомплекс,.

The strategy of sugar beet subcomplex development based on clustering and further revival of the industry, increasing the competitiveness of domestic products and their entry into foreign markets with the ability to increase future capacity and ensuring energy security are proposed.

Key words: sugar beet, sugar, sugar beet subcomplex, sugar beet cluster, strategy.

The strategy of sugar beet subcomplex’s enterprises development.

Innovative processes and innovation policy as factors of ensuring the competitiveness of agricultural enterprises

Larina Y., Prof.

Balatska M., stud.

National University of Life and Environmental Sciences of Ukraine

Annotation. The essence of competitiveness of agribusiness was defined. The interpretation of the meaning of innovation policy in terms of strategy and tactics was offered. Types of innovations in agriculture and their possible influence on the agricultural enterprise are investigated.

Keywords: competitiveness, innovative process, innovation policy, innovation

Statement of the problem: Competition is the most important attribute of a market economy. The experience of developed countries shows that competition is an important factor of stimulating of economic activity, increasing the range and quality of products, reducing of costs and stabilizing of economic growth. These are the main advantages of enterprise in market conditions, that providing successful sales in a competitive environment [1 , p. 7]. However the competitive relations for agricultural products have specific characteristics, because the production processes of them are influenced by environmental factors and sales are more complicated through requirements for their transporting and storage. Ukraine has significant opportunities for production of agricultural products. Now agricultural sector is among the four branches in national economy which has 70 % of commodity exporting of Ukraine. But Ukraine has problem of low competitiveness of national agricultural products on the food market in Europe.

Analysis of recent research and publications. The issue of competitiveness of enterprises and products are discussed in the works of such famous scientists and economists as Azoyev G., Balabanova L., Hayduk V., Kredisov A., Fatkhutdinov R. Scientific works of Hudzynskyi O., Zbarskyi V., Kvasha S., Kondratyuk O., Malik M., Mesel-Veselyak B., Shpychak O., Shubravska O. made significant contribution to solving the problem of increasing the competitiveness of agricultural enterprises.

The aim of the research is justifying the theoretical foundations of ensuring the competitiveness of agribusiness companies and finding the ways to improve it based on innovative approaches.

The main material of the study. Interpretation of competitiveness in most scientific publications involves consideration of this category on many levels. Thus, Fatkhutdinov R. describes competitiveness as a system that consists of competitive products, companies, industries and countries [9, p. 81-93]. Considering competitiveness as a system, we should note that it is integrity, which combines regularly spaced and interconnected subsystems and components (Figure 1.). It should be noted that in today's highly competitive markets and the dynamic changes of the business environment, providing and maintaining competitiveness at high level is not possible without the active implementation of innovation policy.

Innovation policy is a set of measures and instruments of the state and supranational bodies, aimed at creating an enabling environment for innovation, including the formation of innovative ideas and projects, construction of research designs innovation, their development and market promotion [11]. The main elements of innovation policy are the development, creation and practical implementation of innovations.

Innovation as a factor increasing the competitiveness means the final results of innovation that received implementation in the form of new or improved product at a fundamental level, which is used for further implementation in practice. This is the result of the introduction of innovative products in the market, that an invention brought to the stage of commercial use - a product or commodity, when it leads to economic effect [8].

Describing the importance of innovation for agricultural enterprises, it should be noted that innovative processes ensure the optimization of organizational forms of relationships, will promote the development of infrastructure in agribusiness and become the foundation of developing effective incentive mechanisms for their functioning on the market [2, p.128].

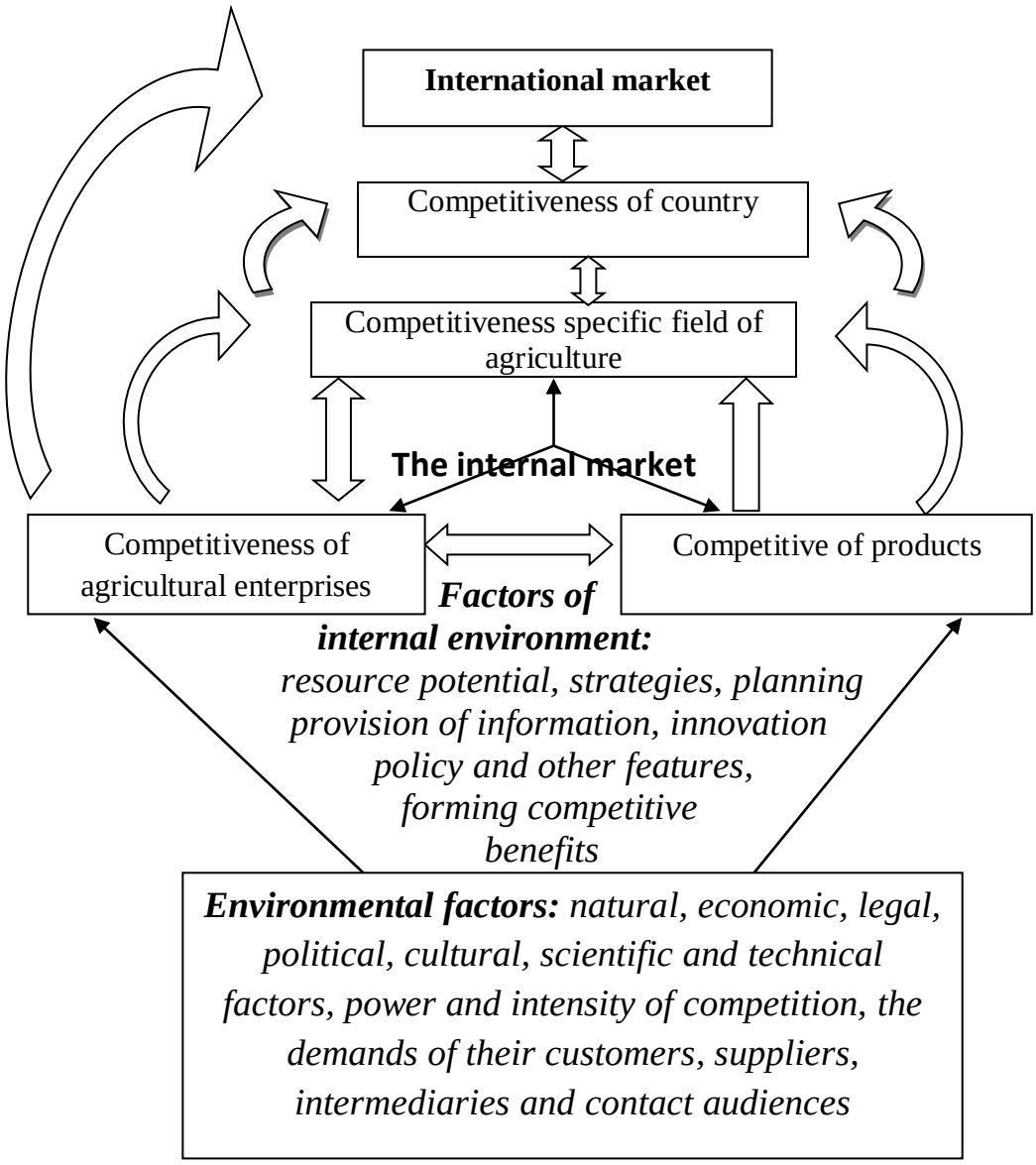


Figure. 1. Levels of competitiveness and impact factors

Source: own elaboration based on the authors' systematic approach [7, p. 49-50].

Competitiveness of agricultural enterprises is formed by objective and subjective, external and internal factors. The objective factors which are caused by long-term trends and is not related to a specific subject willful decision should include economic laws that actively influence to the innovation (for example, the law of increasing of productivity, law of demand, etc.) and by subjective factors are those whose action is a direct result of conscious decisions had made. The external related factors that is determine the interaction of the company with the external (economic, social, scientific, technical, etc.) environment. But internal factors may be defined as the essential features of the company that distinguish it apart from the competition and define its innovative capacity.

The innovation process in agricultural production has its own characteristics [10, p.93]:

1) a variety of agricultural products and processed products, a significant difference in technologies of their production;

2) a significant difference in various regions in agro-technical conditions of production;

3) Technology dependence on the natural environment;

4) dispersion of agricultural production over wide areas;

5) significant difference in the period of production of certain agricultural products;

6) the exclusion of agricultural producers from scientific institutions, that produce scientific and technical products;

7) absence of organizational and economic mechanism of transfer of science achievements to agricultural producers.

Agribusiness companies, introducing innovative processes have to understand that is their goal: solving current problems or strategic direction. Thus, the need for innovation to address current problems predetermined mismatch condition and management of products to market's requirements and finding the ways to overcome these problems, the stabilization of indicators of efficiency. The practical solution of this problem is difficult, because innovation is always need of additional funding, and the state of economic activity determines the complexity of their involvement, which explains the significant technical and technological backwardness of subjects of various fields of agribusiness from similar companies in Europe and the world and makes it impossible to create competitive advantage of products or services.

Ensuring the competitiveness of agricultural enterprises is determined by strategic orientation of measures of innovative activity. According to international standards information about innovations covers only technological innovations that include new products and processes and their significant technological improvements. However, the current practice of agriculture enterprises of Ukraine shows that innovation in modern Ukrainian market should be classified as other types of innovation (in the areas of management, marketing, communications, etc.).

Considering the specificity of agriculture, which is the seasonality of production, immobility of resources, depending on the bioclimatic potential, disparity of working period with the period of production, interdependence of specific industries, innovation policy consider two items: the tactical and strategic interpretation of its contents [2, p. 124]. In terms of tactics innovation policy should focus on ensuring the quality of products and raw materials to applicable standards and requirements in the production and sales, optimize economic activity through the introduction of new technologies. Strategic interpretation of innovation policy associated with the achievement of a certain level of competitiveness, the formation of the competitive status of the company, transformation of its weaknesses into strengths which is underlie its long-term operation of the market.

In agricultural enterprises innovative processes that enhance their competitiveness, may take the following forms:

1) the introduction into circulation new, distinctive from traditional, products like crop and livestock;

2) diversification of activity (development of species and areas that may be associated with the traditional manufacturing);

3) the introduction of new methods and techniques of business (applies to any and all manufacturing processes);

4) intrusion on the other, not traditional, markets of agricultural products and raw materials;

5) search for innovative sources of raw materials;

6) introduction of new approaches to staffing policy on recruitment, personnel evaluation;

7) transition to the effective mechanisms of management;

8) developing of effective relationships with partners [2 , p.125];

9) complex processing of raw materials, that offers to get new products that are in demand in the market and at the same time to save resources of the company;

10) creation a closed cycle of production based on agricultural enterprises;

11) active use of marketing activities, including measures of strategic and tactical marketing.

It should be noted that the approaches to ensure and assess competitiveness in the evaluation stages of strategic and tactical marketing may not be the same. At the stage of strategic marketing, as the first stage of the life cycle and the first function of management, developed standards of competitiveness in the long term. And at the stage of tactical marketing executed control over the production and placing on the market of strategic competitive standards. Therefore, assessing competitiveness in strategic marketing stage, priority should be dynamic approach, forecasting future profits in the present through an assessment of the past.

Innovations affecting at the competitiveness of enterprises classified by the following features [8]:

• the nature of the relationship: socio-economic, technical-economic, organizational, technological innovations;

• disseminating and influence primary: management, production, technical and social innovations;

• subject-content structure: product, process and allocation innovations.

Next, we will consider the impact of innovation and their certain types at the competitiveness of agricultural enterprises.

Accordingly, the socio-economic innovation impact on enhancement of indicators production efficiency, reducing costs, comparative competitive advantage. The impact of social and economic innovation in agriculture is primarily to optimize the use of financial and other resources, in the most effective use of the ownership and acquisition by enterships the most appropriate organizational and economic forms. For example, the use of financial, including credit – to enhance competitive advantage, organizational resources and land – for use economies of scale. It helps to reduce production costs in the long-term and use of technological resources for the implementation propositions of resource and energy conservation and improve product quality.

Organizational innovation affecting at the comparative and competitive advantages across all organizational factors, and because of some internal – the level and dynamics of the price of demand for goods, flexible pricing policy of the company.

Technological innovations predetermine using technological factors on the elements of competitiveness (cost and price) in such way, that the competitiveness of products and companies will increase by an order. The technology, used by farmers, affects to the quality of the product and its cost. For example, in the EU to achieve the requirements of Euro admitted to using the new technology of selective catalytic reduction, by dint of the content in the exhaust gases of nitrogen oxides reduce by 96%, particulate matter – 95%, volatile hydrocarbons – 85%. Advantages of this technology are widely known. In particular, it can reduce the loss of fuel, while increasing engine power without overheating [3, c.140- 144].

If the technology of manufacturing is new, useful and effective, it is also subject to legal protection (for ex., patent for a method of manufacturing), which naturally increases the competitiveness of products manufactured by this technology. The choice of production technology influences, primarily at its cost, and there have already become determining economic parameters and estimates its competitiveness.

Management innovation – is that new knowledge, that embodied in new management techniques, new administrative processes and organizational structures [8]. These innovations are in realization the creative activities, creation of new management techniques and forms. This will lead to a restructuring of management that contributes to improve profits, and thus, enhance its competitiveness. Management innovation is also influenced through organizational tools on the cost, quality and price of products. They create a strong competitive advantage of modern agribusiness and change the usual principles, processes, management structures and practices, and improving methods and tools, which operates managers and influence, primarily, in management processes.

Production innovations affect for all elements of competitiveness through economic and internal factors. In agriculture manufacturing innovations are those that optimize production processes, including biological, chemical , technological and technical innovation. The most common is innovation: new varieties and hybrids of plants and animal breeds, strains of microorganisms, brands and modification of agricultural equipment, technology, chemical and biological products (vaccines). By technological innovation are science-based farming systems and livestock, new

resource-saving technologies of production and storage of agricultural products, the greening of agriculture. Use of these types of innovations under conditions sufficient resources and personnel security, high-level management and service, increases the competitiveness of agribusiness.

Technical innovations related with the use of new technology, which will reduce costs. Technical innovation, through technological factors and through outside on comparative advantages, affecting on quality and costs. The technical innovations include, in particular, the Global Positioning System (GPS), which are widely used in agriculture. Areas of them application are:

- seeding with variable parameters;
- change the rules applying fertilizers and lime;
- mapping yields;
- mapping yields to storage and insurance them;
- parallel driving.

GPS and based navigation systems on it use in various agricultural operations. In particular, these systems are useful in making pesticides, lime and fertilizer, processing of large areas by conventional disc seeders and large unit carriage. This technology will reduce the likelihood of errors in making agricultural chemistry. Cereal manufacturers also use these systems as GPS-navigation, just because it is a great way to improve the accuracy and speed of tillage [6, c.146- 147].

Marketing innovations in agriculture include improving product quality and diversification, new distribution channels, products, entering new market segments, use of unconventional strategies and tactical marketing tools.

Social innovation indirectly affects to the quality, price and costs. Social innovation – is a reorientation of social and economic life for the personality, and development it potential under local conditions. Without social innovation is not possible development of rural communities and areas.

Social innovation associated with improved working conditions, training and measures to increase the motivation of employees, which increases the comparative and competitive advantages. A high quality workforce, that characterized by higher levels of education and skills, is leading to more efficient use of inputs. The

educational level displays creative ability of employees to accept new ideas that have emerged in the market. The quality of the workforce determines the ability of the economic entity to carry out their own research and experimental development (R & D) or copy new products of other firms.

For subject-content structure to improve consumer properties of goods and competitiveness lead product innovations: the transformation, that have made to the processes that take part in the company – to reduce costs, the cost, improve quality, comparative and competitive advantages, which will be under the influence of process innovation. In agricultural enterprises, it include the use of new types of fertilizers, pesticides, plant varieties, high-performance breeds of cattle, whereby the company to a new level of management.

Reorganization of the company aimed at increasing competitiveness, also associated with the introduction allocations innovation. It must be remembered that the product innovation are the most common type of activity agricultural enterprises during their restructuring. The essential difference between innovation in general and product innovation, particularly, true source of innovation activities whether they are carried out through the use of imitation or adaptation strategies – drawing of existing technologies or products of other companies, either through its own research and development. In one case it is an imitation, the second – directly on innovation. Primarily, product innovations inherent businesses-leaders industry, agricultural holdings, that have sufficient resources to implement scientific development and implementation of them in manufacturing.

In today's market conditions, increased competitiveness most effectively when agricultural company launches the latest equipment and technology: harvesters machine combines, navigation technology in agricultural engineering. The technology is able to influence the production function, because if use of new technologies for resource units produced significantly more output.

The main purpose of the introduction of new technologies – is to increase the competitiveness of modern enterprises, increase production and reduce costs per unit of output. It is important to calculate whether this innovation will lead to a reduction

in unit costs, and increase production or faster than the overall cost before deciding on the introduction of new technology [5, p. 40-45].

Conclusions and recommendations for further research. In conditions of increased competition on the internal and foreign markets Ukrainian farmers have to produce competitive products, continuously improve quality, improve production technologies and provide food not only for Ukraine, but also enter international markets. Thus, the provision and maintenance of competitiveness at high level isn't impossible without the active implementation of innovation policy.

Innovation, as a factor of increasing the competitiveness, means the final results of innovation that received implementation in the new form or improved product at a fundamental level, which use for further implementation in practice, and it is the result of the introduction of innovative products in the market, scilicet the invention, that had been taken to stage of commercial use. Ensuring the competitiveness of enterprises of agroindustrial complex among other determined by strategic orientation of measures innovative activity. Strategic interpretation of innovation policy is associated with the achievement of a certain level of competitiveness, the formation of the competitive status of the company, transformation of its weaknesses into strengths that is underlie its long-term operation of the market.

REFERENCES

1. Balabanova L. – Balabanova L., Kryvenko A. Management of enterprises competitiveness based on marketing. – Donetsk: DonHUETym . Tugan -Baranovsky, 2004. - 147 p.

2. Berezina L. – Berezina L. Innovations of agricultural enterprises: tactical and strategic aspects: Marketing and Innovation Management , 2013 – № 4. – p.122 - 132.

3. Vdovenko B. - Vdovenko B. New Projects ecological compatibility system the engine : Journal of the All-Ukrainian modern agro industrialist «Grain», 2012. – № 1 (169). – p.140 -144

4. Hayduk V. – Hayduk V. Factors of competitiveness of business in the commodity markets: Economy and State, 2008. – № 3. – p. 21-23.

5. Halushko V. - Halushko V., Guido van Hulyenbruk, Kovtun O. Fundamentals of Agricultural Economics: Textbook. – K.: Higher Education, 2003. – 399 p.

6. Mark Elly GPS- Navigation: Journal of the All-Ukrainian modern agro industrialist «Grain», 2012. – № 1 (169). – p.146 -147

7. Klimenko M. – Klimenko M., Feschenko V., Voznyuk n. Foundations and research methodology: Manual. – K.: Agricultural Education, 2010. – 351 p.

8. Retneva A. – Retneva A. Innovation as impruvment competitiveness factor [electronic resource]. – Mode of access: http://www.rae.ru/forum2012/238/2773

9. Fathutdynov R. – Fathutdynov R. Strategic Marketing: Tutorial. – Moscow: ZAO «Business School» Intel-Synthesis», 2000. – 640 p.

10. Shubravska O. – Shubravska O. Innovative Transformation agri-food economy: global trends and local realities: Economy and Forecasting, 2010. – № 3. – p.90 -102

11. Economic Encyclopedic Dictionary. [electronic resource]. – Mode of access: http://subject.com.ua/economic/slovnik/5606.html

УДК: 338.48.659.235:63 (100)

INTERNATIONAL EXPERIENCE OF RURAL GREEN TOURISM AND ADVISORY SERVICES

O. Lokutova, PhD agricultural Science,
V. Vasiliev, The Head of Promotion Rural Green Tourism of Ukraine

Reveals the role of advisory activity in the exchange of international experience in agricultural recreational services and information support of rural green tourism in Ukraine

Key words: *advisory activities, agricultural recreational services, rural green tourism, categorization*

Relevance of research. Globalization and urbanization, along with environmental issues, which are accompanied by the development of world society in recent decades harmoniously balanced development of large-scale nature - based tourism - green tourism.

"Green tourism" - a holiday in private rural houses where cozy family hospitality blends seamlessly with a range of additional impressions: the excursion program, familiarity with local traditions, cuisine, fishing, picking berries and mushrooms, hiking, and attachment to traditional rural work (on a farm, in a field in the apiary, etc.). This kind of relaxation is especially important for residents of large cities, lives are divorced from nature and is in constant stress and environmental risk. Number of residents who prefer a quiet holiday in the countryside has been growing steadily every year.

So the development of Rural Green Tourism in Ukraine belongs to promising directions for reorientation of farmers, owners of private farms, small farmers and even city dwellers who have reached retirement age but have the desire and opportunity to join agricultural recreational services.

Ukraine has unique ahrorekreatsiyni resources that require deep study and rethink the possibilities of their use [2].

The purpose of the article is disclosed as of advisory activity in the exchange of international experience in agricultural recreational services and information support of Rural Green Tourism in Ukraine

Analysis of key publications., The issue of Rural Green Tourism in Ukraine for more than 15 years actively involved in non-profit public organization " Association for Promotion of Rural Green Tourism in Ukraine " (hereinafter "Union ") [8].

Over the years the Society has done a lot for the development of Rural Green Tourism in Ukraine , particularly since 1997 has implemented more than 30 projects supported by international funds, including the International Foundation "Renaissance", Eurasia Foundation, the EU TACIS, the Swiss Cooperation Fund, the British Council and others.

Leaders and activists of the Union of studying experience, trained and participated in conferences in Austria, Greece, Ireland, Spain, Germany, Poland, the USA, Hungary,

France and other countries. Over 90% of heads of regional offices and centers are certified World Tourism Organization and other international and Ukrainian institutions [7].

The theoretical framework of rural green in Ukraine are working executives and activists of the Union : V.Vasiliev, P. Horishevsky, Y. Zinka, Rutynsky, V. Trylis et al. [1, 5 , 6].

Article 404 draft Association Agreement between Ukraine and the EU and its Member States suggests that cooperation in agriculture and rural development will include, among others, and such areas as promotion of extension services to producers agrarian products.

Regulation number 73 /2009 of the European Council provides for the mandatory presence of Member States of advising farmers, which should help them in getting more information in order to meet standards of high quality, modern agriculture.

Thus, the activities of the Union since 2009 actively helps the Extension Department of and Institute of Postgraduate Studies NULES of Ukraine. The Department regularly attend refresher courses, business - schools, workshops, seminars, conferences, international roundtables, workshops, publishes scientific and methodical literature and conducted other activities to promote green tourism.

The issue of extension in Rural Tourism Development is dedicated to work M. Kropyvka, T. Kalnay - Dubinyuk, R. Korinetz, L. Ribak et al. [5]

The main material. In 2004 and 2008 the Society introduced a program of eco-labels "Green Estate" and categorization of services "Ukrainian guest house". The purpose of these programs is the development of different forms of settlement in rural households, improving the quality of integrated services and facilities provided services offering and promoting rural development in Ukraine.

Training voluntary categorization in rural green tourism "Ukrainian guest house" and categorization demands made on the basis of the Law of Ukraine "On Tourism" and the Law of Ukraine "On Individual Peasant Household" (2003), international standards for tourism and travel services and similar standards of member countries of the European Federation of Agriculture and farm Tourism EuroGites (Austria, Ireland, Germany, Poland, Hungary, Sweden, Switzerland, Czech Republic) [3 , 4, 6].

The categorization of services "Ukrainian guest house" was developed based on the international categorization, agricultural recreational services according to the concept of "Bed & Breakfast".

All national organization of rural tourism and agro-tourism in Europe in late 1990. joined the European Federation of Farm and Rural Tourism (European Federation for Farm and Village Tourism) - "Eurogites".

The main aim of the federation is EuroGites :

- comprehensive popularization value holiday in the countryside;
- study and preservation potential of rural tourism in Europe;
- promotion of Rural Green Tourism in all agricultural areas of Europe;
- implementation of sustainable tourism for the various forms of recreation in rural areas;

- targeted investment projects for the development of rural tourism that support the principles of conservation of biological and landscape diversity and ethno-cultural Europe and contribute to the growth of employment in rural communities;

- provide a wide range (consulting, marketing and advertising, educational, training, etc.) help organizers of green tourism.

2003 Member of the European Federation of Rural and Farm Tourism EUROGITES entered and Ukraine, thus partaking European values in the field of green tourism.

Despite the fact that rural tourism as part of international tourism originated in Europe (France and Switzerland), lead the development of this area in recent decades, the United States maintains stable.

Analysis of international experience of rural tourism shows that the process of globalization, including in the tourism sector include the development of a uniform level of service for the tourism infrastructure and global data bank (electronic information systems) promotion and marketing in agricultural recreational services.

Conclusions and recommendations for further research. Joint activity "Union" and the Extension Department during the last six years is not only the information and consultation of direction but also in the establishment in 2013 of the Institute of expert consultants and categorization eko-marking in green tourism.

Also, it should be noted that all figures in the field of rural green tourism and most owners of rural houses regularly training at the Extension Department and have certificates of advisors or expert advisors.

Therefore, studying and improving the efficiency of agricultural recreational opportunities in different regions of Ukraine is an effective step towards modernization and diversification of environmental management and agro-tourism becomes a strategic direction in solving social and economic problems in rural areas.

Literature

1. Горішевський П.В., Васильєв В., Зінько Ю., Коберніченко Т. Сільський зелений туризм: організація діяльності. – Посібник – Київ: НМЦ «Освіта», 2005. – 128 с.
2. Вейдик О.О. Рекреаційно-туристські ресурси України: Методологія та методи аналізу, термінологія, районування: Монографія. – К.: Видавничо-поліграфічний центр "Київський університет", 2001. – 395 с.
3. Закон України “Про туризм”, №324/95 від 15.09. 1995 р.
4. Закон України “Про особисте селянське господарство”, №742 від 15.05.2003
5. Закон України «Про сільськогосподарську дорадчу діяльність»: Науково-практичний коментар/ Р.Я. Корінець, М.П.Гриценко, Т.П. Кальна-Дубінюк та ін. // За ред. Р.Я. Корінця. – НВФ «Українські технології», 2007. – 248 с.
6. Критерії якості послуг сільського зеленого туризму та форми просування на ринок // В.П Васильєв, П.А. Горішевський, Ю.В. Зінько, В.В. Триліс – К.: Спілка сприяння розвитку сільського зеленого туризму за

підтримки Німецького товариства міжнародного співробітництва (GIZ). – 2012 – 54 с.

7. Локутова О.А. Польський досвід сільськогосподарського дорадництва. // Інноваційні напрямки розвитку дорадництва: колективна монографія. – Ніжин: Видавець ПП Лисенко М.М. 2011. – С. 12-15.

8. Сайт Спілки сприяння розвитку сільського зеленого туризму в Україні. – Режим доступу: http://www.greentour.com.ua

THEORETICAL ASPECTS OF SUSTAINABLE DEVELOPMENT OF AGRICULTURAL COMMODITY

R. Lubar, Ph.D. National University of Life and Environmental Sciences of Ukraine

Abstract: *The article deals with theoretical issues By definition S concept of sustainable development agricultural producers, its components and indicators. Identified and examined key components of sustainable development skohospodarskyh salt producers.*

Keywords: *sustainable development, social development, environment and sustainable development mechanism, development of rural areas approx.*

Statement of the problem. Effective e operation of enterprises on prospects, especially in times of economic кризи , неможлив е без впровадження нової сучасної концепції функціонування . B n recent years riorytetnym direction of agricultural commodity I was minimization of inputs per unit of output, while increasing the size of the income. In most cases, this is accompanied by a negative impact on the environment is f and quality of products, and in the long run led to over- inputs.

Five ereoriyentatsi I agricultural commodity for the production of liquid products quickly especially crop (canola, soy, corn) had a negative impact on the environment. example, due to failure of crop rotation, pore structure ushylasya acreage, in consequence of which grew from fertilizer use, resulting in lower ELO land use efficiency and product quality.

Переорієнтація сільськогосподарських товаровиробників на concept of sustainable development, will increase production efficiency with і з зниженням негативн ого вплив у на навколишнє середовище , Increase of Cash local revenues, job creation and development of rural infrastructure.

Analysis of recent research and publications. The relevance of sustainable development of enterprises due to the need of rational use of natural resources and reduce environmental impact, solving a number of problems related to socio-

economic growth of im m. Sustainable agricultural commodity involves meeting the needs of modern society while not compromising the ability of future generations to meet their needs.

And theoretical and practical issues and sustainable economic development in the works explored such domestic and foreign scholars as BM Danilishin, SI Doroguntsov, V. Mishchenko, L. B. Shostak, VY Shevchuk ZV Gerasymchuk, VP Pradun, L. Miller, MK Hood, A. Tikhonov, NV Hrebeniuk, A. Hryannyk, VP Fedenko, VA Trehobchuk M. et al.

On the complexity and urgency of sustainable development shows the dynamics of growth in the number of research scientists on this issue and the emergence of certain differences in their views.

The purpose of the article. Purpose of this article is to highlight the main aspects of sustainable development in agriculture.

Results.

Need to move agricultural products by manufacturer for new principles of operation are obvious. Yield crop and animal productivity is much lower than in developed countries (Table 1) [4], [6].

Table 1.

The average yield of main agricultural crops in Ukraine and the EU, kg / ha

Culture	Ukraine	EU	EU in% of Ukraine
Winter wheat	26.8	55.7	207.8
Barley	22.4	45.9	204,9
Oat	14.8	35.5	239.9
Corn for grain	45.1	70.3	155.9

M ayuchy greatest potential black soil in Europe, these indicators in Ukraine is very low ymi. Thus, the yield of winter wheat, barley and oats is lower by more than 2 times. High performance 1 cow in the EU is 6600 kg of milk per year, Ukraine 4600 kg [5].

The desire of producers to profit quickly, leading to disruption of scientifically based technologies of production and the negative impact on the environment.

Oslidzhennya D we found that the dynamics of reduced and increased use of organic fertilizer use (Figure 1.).

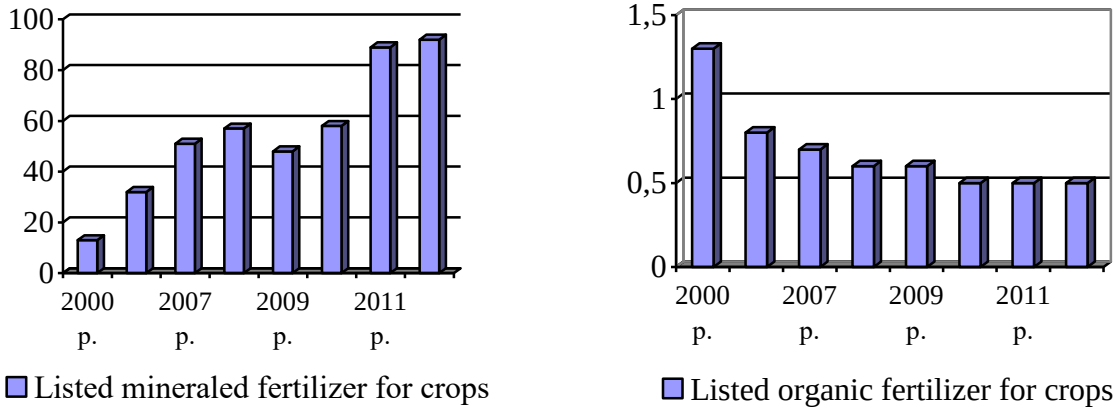


Figure 1. Dynamics of mineral and organic fertilizers in Ukraine

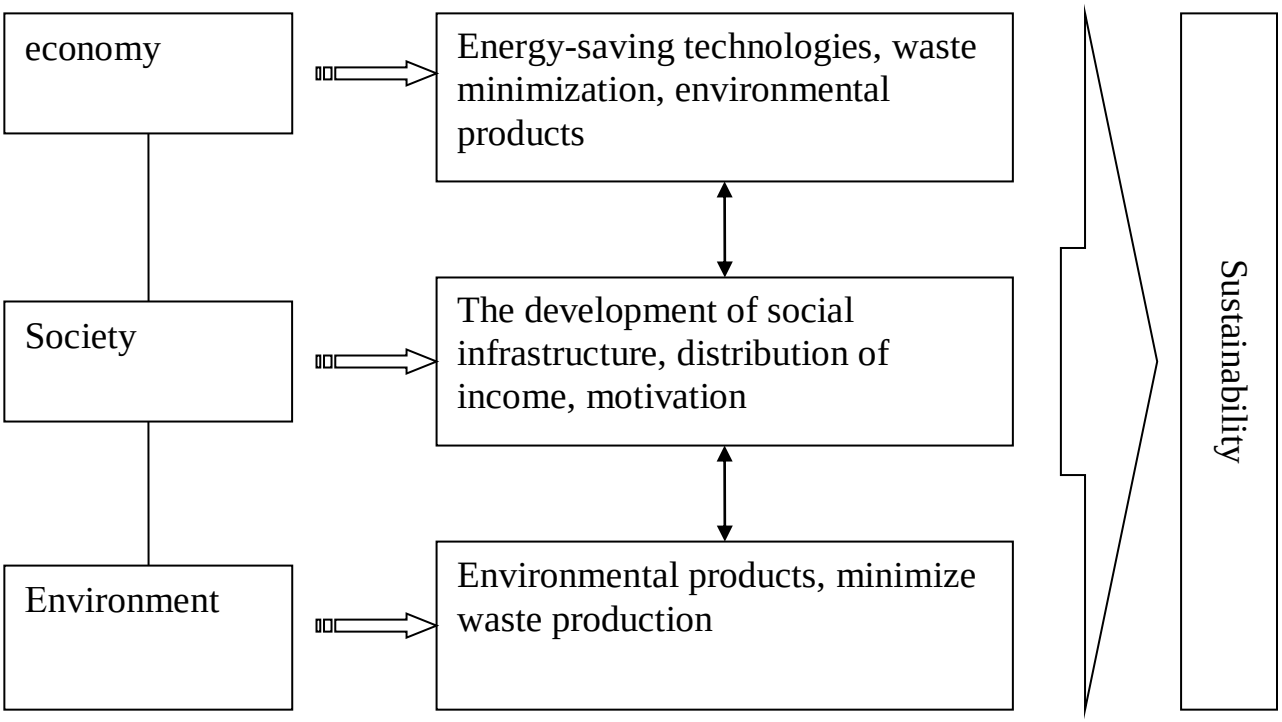
Growth fertilizer use, inadequate properties of their chemical composition, improper storage, along with the reduction of organic fertilizers leads to environmental pollution.

Operation of the business on the basis of sustainable development will allow businesses to get the planned profits with minimal impact on the environment and the efficient use of resources. This development is a priority for further effective development of most countries in the world, and especially important this issue is for countries with less developed economies.

During sustainable development of agricultural enterprises's necessary to consider an approach that is influenced by many negative factors is able to ensure the growth performance of economic activities through the rational use of natural and economic potential of the company.

The implementation of sustainable development as an economic model is closely related to the organization of effective management of activities as well as for the formation of this particular organization - management mechanism.

As you know, Concept of sustainable development of enterprises has three main components: economic in, in socially and environmentally in. Interacting they ensure the sustainable development of economic systems (Fig. 1).



Rice. 1. Components of sustainable development and their interaction

Economically and component is based on the optimal use of scarce resources through the introduction of modern sys EMI nature and energy saving technologies which involves the minimization of waste, production of environmentally friendly products.

The social component is aimed at stability and social systems. With Jude include reducing conflicts in society through equitable distribution of economic benefits, motivational mechanism and so on.

The environmental component includes sustainable development through the dynamic integrity of biological and artificial systems.

In modern literature, the vast majority of scientists are inclined to believe that the sustainable development of agricultural enterprise's - It is a way of functioning that is aimed at achieving interoperability between resources technology and management of economic, social and ecological environment. It provides guaranteed protection of all members of society with high-quality, eco-friendly food to meet physiological needs in terms of compliance with environmental requirements, conservation and restoration of natural resources.'s Up at AIN features that characterize sustainable development of farms the following [1]:

1. Use energy-saving technologies that ensure minimizing the harmful effects of the economic activities on the environment.

2. An optimal balance between produced and consumed resources company.

3. Ensuring social protection personnel.

4. Ensuring accountability and implementation of all the commitments made in this con. [1].

Especially important is im evaluation of sustainable development, it used the system performance. In most cases, using indicators such as financial stability, dynamic growth and profitability VOST profitability of enterprises a permanent product markets, improving working conditions at the plant, wage growth , reducing negative impacts and environmental protection.

With th tal development agricultural producers should be based on of crops and livestock as an integrated system that will last for a long time to meet human food needs, efficient use of natural resources, especially non-renewable, economic sustain economies and quality of life in general. chief deterrent to introducing the concept of sustainable development is the lack of sufficient state oyi rev spine investment.

One of the main factors for transition to sustainable development of agricultural producers are national environmental conditions and resources. To substantially reduce environmental impact, termination processes of degradation must fundamentally change the existing management practices by refraining from "zero" cost of natural resources that create financial conditions for balanced social and economic development [7].

Key k ryteriyem sustainable development should be output growth and its potential in terms of conservation and transition to improve quality indicators of the environment. Dnym example of such a transition paths agricultural producers to sustainable development could be the introduction of organic farming.

To ensure proper operation of the mechanism of implementation of Ukraine's transition to sustainable development is necessary to perform its main principles:

- maximum focus on local capacity, particularly cially natural resource conditions, scientific, technical and intellectual tualnyy potential;

- use of program-based planning and development making annual programs, plans and forecasts of socio-economic development with environmental requirements without security;

- combination of state and market regulators influence economic development [3, p. 44].

Better knowledge of natural laws and the development of technologies can help to increase the maximum permissible load on the environmental-resource base. But the absolute limits on the use of course exist, and the principles of sustainable development require that long to achieve them, mankind has invented technology's ability to reduce the usage [2, p.25].

Conclusions and recommendations

Studies have shown that the functioning of commodity trends formed in the rural economy and th not very effective in the long term and. they do not ensure increased efficiency of production activities, along with a decrease negative impact on the environment and improving rural livelihoods.

Accelerating the transition to sustainable development of the commodity requires the development of an effective mechanism to stimulate agricultural enterprises that produce environmentally friendly products, apply energy-saving technologies, improvement of organizational management and control.

Go functioning producers on the concept of sustainable development is the transition to environmentally friendly cleaner production, which is the most effective way to address the many environmental problems. Equitable distribution of income of agricultural producers will increase socio th rural development, given current trends.

References

1. AA Yushkevich Sustainable farms: ecological aspect [text] / AA Yushkevich / / Economy Crimea. - 2011. - № 2. - C. 1-14.

2. Action Program "Agenda 21" / update the NGO "Ukraine. Agenda for the 21st Century. "- Kyiv Intelsfera, 2000. - 360 p.

3. Problems of sustainable development of Ukraine. K.: "BMT", 2001, 423

4.http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Agriculture_statistics_at_regional_level#Livestock_and_crops

5. Statistical Yearbook. Kyiv: State Statistics Service of Ukraine, 2013. - 249 p.

6. http://uga-port.org.ua/novosti/zarubezhnye/evrosoyuz-urozhainost-zernovykh-kultur-mozhet-byt-vyshe-srednei

7. L evytska SA / / E CONOMIC analysis. - 2010 - Number 6. - P. 174-177

UDC 338.48.11

GREEN TOURISM - AS A PERSPECTIVE DIRECTION OF RURAL DEVELOPMENT

S.I.Mosiyuk , Ph.D. , associate professor NUBiP Ukraine ,

I.P.Mosiyuk , Ph.D., NUFT

Reveals the basis for the definition of rural green tourism and analyzed ways to overcome unemployment in rural areas.

Agritourism , eco-tourism , Green tourism , unemployment , services.

In today's world there is a reorientation of travel demand from conventional recreational trips (sun, sea, sand ...) to a more meaningful and educational trips (traditions , leisure ...). That increases the need for travel to rural areas where urban tourist everywhere surrounding " exotic ": agricultural and rural landscapes , traditional rural way of life, pets , organic food and more.

The main driving force behind the development of rural green tourism is a fast growing demand for recreation in nature , determined by the increase in non-compliance with the habitat of the modern man's physiological and psychological needs. Increasing demand for rural recreation is increasing due to the reduction of working hours , increasing the number of paid holidays, increase the level of education , development of the transport network (rail , road , air, maritime transport) and one of the main causes of this phenomenon is the "salvation " of the impact of stress developed in large cities .

Analysis of the main research and publications. Much attention of Rural Green Tourism in Ukraine paid V.P.Vasylyev , PA Horishevskyy , Yu.V.Zinko , O.O.Hundyak , M.A.Petryshyn more. However, the subject of research in the field of rural tourism remains understudied and disclosed that provides great opportunities for researchers on the use of their knowledge and capabilities in this area covering tourism business

The **purpose** of the study is revealing promising areas of rural development.

The main material. Ukrainian village has a rich historical and architectural heritage , culture and unique way of life, bestowed by nature scenic landscapes; endowed with rich therapeutic and recreational resources. Rich rural individual housing and good and hardworking people. However, the acute problem in many villages is the lack of jobs, growing surplus workforce redundant with agricultural production. Due to the lack of necessary investments to create new jobs, more attention should be given to industries that do not require for their development spending. These industries include tourism and village green .

The advantages of this type of tourism is the rural landscape , clean air , nature , familiarity with cultural traditions and rituals and so on. The village provides an opportunity for outdoor activities. It - ride on horseback and bicycle, gathering berries , skiing , etc. Interesting is the presence at the celebration of religious and national holidays , festivals and so on.

From a financial point of view , this type of holiday mutually beneficial for both rural residents (you can make money on visiting tourists) and for visiting tourists. Because it is much cheaper than conventional spas and health resorts. In addition to providing housing , the owners of the estate also offers guests traditional dishes, give the necessary rental equipment for outdoor activities and equipment , and can also offer services of local " guides " that tell you about this beautiful place better than anyone . Thus, this type of tourism as best able to meet the needs of tourists (leisure) and rural residents (income). That is , the development of rural green tourism can solve the main problem of Ukrainian villages to reduce unemployment and provide healthy recreation tired tourist town .

There are three varieties of this Rural Green Tourism in Ukraine :

- Agritourism - type rural green tourism as educational and recreational nature, involves the use of part-time farms or farm land that is currently not used in agriculture. This species may not have restrictions on loading of the territory and type of regulation entertaining holiday.
- Recreation (recreation in the countryside). The basis of its development is a major residential estates to fund the home and available natural , recreational , historical, architectural , cultural and welfare and other property of a certain area .

- Ecotourism - thematic view of rural green tourism , typical of rural areas and villages located within areas of national parks, conservation areas , parks , etc. , which provides appropriate restrictions to load into and regulated types of entertainment recreation.

Green tourism - is not only a residence of urban residents in the village, but also the development of tourism infrastructure that includes good transport links between settlements , creating places for leisure , catering to tourists and others. People taking tourists on holiday should be well prepared to provide them with comfortable accommodation and leisure.

Development of rural green tourism in terms of unemployment villagers can to some extent provide jobs for them to increase their level of employment. It is becoming increasingly possible areas in Podolsk , a significant part of the population which is abroad and invested heavily in the improvement of their estates, the creation of shops , catering facilities in the villages of the region. With proper government support of rural green tourism it can be directed inward investment villagers and foreign investment workers who are abroad.

Development of rural green tourism will lead to expansion of services , including trade, catering , transport and communication , production of souvenirs in the countryside. This will be one of the ways to intensify its socio -economic development. Particular attention should be paid to creating conditions for the rest of urban residents in the small villages of the region who are experiencing decline and are in the process of extinction. It is in these areas have the least destroyed nature, unspoiled environment for living and recreation. And they walk would be an important source of support for the life of local residents improve their lives.

Relevant today for legal support rural tourism is to develop organizational and economic mechanism of its functioning and public support in addressing the following issues:

- The adoption of regulations that govern the activities of the various forms of rural tourism;

- Implementation of measures to support and promote rural tourism in the domestic and international tourism market ;

- To provide organizational and financial support from the government of a new kind of services in rural areas - rural tourism and agro-tourism .

Conclusions and recommendations for further research. In order to develop in rural areas needed improvement of Ukrainian legislation in the field of tourism, giving farmers incentives in taxation, financing and insurance of tourist activity . The presence in a region rich in natural and socio -cultural recreational resources can be a good basis for the functioning of rural green tourism with little investment.

Список літератури

1.Горішевський П.А., ВасильєвВ.П., Зінько Ю.В. сільський зелений туризм: організація надання послуг гостинності. Навчальний посібник/ П.А. Горішевський, В.П.васильєв, Ю.В.Зінько-івано –Франківськ:МістоНВ, 2003.-144с.

2. Горішевський П.А.,Зінько Ю.В., петришин М.А. та ін.Маркетингові дослідження сільського туризму в Карпатському регіоні/ Ю.В.Зінько, П.А.Горішевський, М.А.петришин, В.П.Васильєв, О.О.Гундяк.-науковий вісник Національного аграрного університету.-К.:2008.-вип.124.-С.32-40.

3.Світовий досвід організації сільського туризму:методичні рекомендації/ В.П.Васильєв, П.А.Горішевський, Ю.В.Зінько, М.Й.Рутинський.- Одеса, 2009.-56с.

4. Інформаційний ресурс *: http://www.bucoda.cv.ua/tour/1/2_1.html*

Розкрито основу визначення сільського зеленого туризму та проаналізовано шляхи подолання безробіття на селі.

Агротуризм, екотуризм, сільський зелений туризм, безробіття, сфера послуг.

Раскрыто основу определения сельского зеленого туризма и проанализированы пути преодоления безработицы на селе.

Агротуризм, экотуризм, сельский зеленый туризм, безработица, сфера услуг.

УДК:352.82.4

INSTITUTIONAL FRAMEWORK OF GOVERNMENT REGULATION OF BUSINESS

S.I.Mosiyuk , Ph.D. , Associate Professor, NUBiP Ukraine

I.P.Mosiyuk , Ph.D. , Associate Professor, NUFT

The article considers the economic functions of the state. Reveals the effectiveness of state regulation of the economy of Ukraine. The methods of state regulation and the main levers of the state in economic activity in market conditions.

State , institutional foundations , socio - economic infrastructure , institutional mechanism regulating the national economy.

The state as the highest form of human society creates the conditions for the activities of people, meeting their needs for food, clothing, shelter and other material goods carried out in accordance with the approved social norms , rules and customs.

Formation and strengthening of the state as a social institution accompanied by the development of many of its functions , including economic . That is, the development of economic functions of the state is an integral part of the evolution of society in its organized forms.

The emergence of the economic functions of the state - the result of development of the productive forces, its objective needs. Deepened socialization of production, dissemination dolalas its components , individual producers through the market rallied in the collective labor process. There were many common problems the solution of which each manufacturer would not do it. These include social, common problems - ensuring the indivisibility of the territory of the state as the environment for business ,

external and internal security of communications, the formation of government, court , military, monetary, public treasury . The solution to these and other social issues could just as an institution that is relatively independent of each manufacturer and the society at large. So the state has become the unit of organization , association of economic life, the realization of the economic interests of society as a whole.

Analysis of the main research and publications. Issues of government regulation of business activity paid attention by many scholars : S.M.Kvasheyu , PT Sabluk , A.D.Dibrovoyu , ON Burial and other scientists . However, this subject still remains open for investigation.

The aim - to analyze the effectiveness of state regulation of economy of Ukraine and to identify the main levers of the state in economic activity in market conditions.

The main material. Efficiency and rationality functioning of national economies largely depend on the distribution of functions between the subjects of economic system. The main function of centralized control is to manage the economic development of the country as a whole, its internal relations , productive forces and the scientific - technical progress. Equally important is the function of redistribution of income between the spheres of social life and economic sectors, and the creation and development of socio - economic infrastructure. The purpose of this paper is to highlight the state-led regulation of economic activity in market conditions.

Important role in the approach to the economic equilibrium in the system of market economic system plays the public sector , through which the state is directly involved in the economic process as a direct subject of industrial relations. It also performs the function of regulation of foreign economic activity of all facilities management and environmental protection .

The effectiveness of state regulation depends on how the state provides the legal framework and social atmosphere , contributing to the efficient functioning of the market system. American economists and K.R.Makkonell S.L.Bryu note that this

includes measures such as giving legitimacy to private companies , the definition of private property rights and to ensure compliance with binding contracts.

Since centralized regulation is not prescriptive for all sectors of the economy, a prerequisite for its effectiveness is the legislative strengthening universal parameters of public policy that are oriented in their business all economic units. Legislate especially following characteristics: size and structure of credit - monetary support the economy; the taxation of income or cost of goods sold ; volume and structure of state budget expenditures.

The most important methods of state regulation are:

 reforms in the taxation of corporations , state enterprises and nemonopolizovanoho sector ;

 State promotion of scientific - research and development - engineering design or scientific - technical policy ;

 Active depreciation policy ;

 credit - monetary policy ;

 implementation of structural and industrial policy.

State intervention in the economy is manifested in various forms - short and long term its regulation.

The historical experience of the market economy shows that the main factors that constitute the market infrastructure institutions were and are - a specific system generally , legally and traditionally established rules, regulations and restrictions. However, the complexity of scientific consideration is that current research in economics encounter methodological problems : new phenomena do not always fit in the usual economics paradigm, which narrows the field of analysis and delaying the implementation of effective economic policy. The lack of theoretical development of market infrastructure problems in domestic economic literature , the actual value of the neglect of regulation mechanisms in managing transformational economic

processes are the main reasons for the lack of effectiveness of the implementation of reforms in Ukraine . Then how market infrastructure institutions are the leaders of substance and deep market economy relations .

The problems of institutional support state policy of Ukraine remain nesystemnist and fragility of existence of certain institutions. The question is also about the lack of public and private agencies capable of cooperation and coordination to effectively implement the tasks. The necessary institutional structure with vertical , horizontal and diagonal connections that provide movement necessary resources and processes.

General institutional framework should be guided by the following basic principles:

 principle of subsidiarity , that is approaching the maximum specific

 management features to its consumers ;

 principle of sufficient authority , that the powers of management that implements the function must be necessary and sufficient for

o its effective implementation ;

 correspondence principle of authority and responsibility and resources.

At the heart of the institutional mechanism has to be some body , where they take key management decisions that ensure coordination and other institutions in the implementation of the tasks.

The main objects of state regulation is the state budget , the public banks and public sector . Possession provides state economic performance of the functions of centralized management. Specific methods here is a tax - budget and credit - monetary policy , which is carried out by financial - credit facility .

In a market economy a prominent place in the financial and credit mechanism macroeconomic management ranks taxation. Important anti-inflation measures the regulation of credit and money supply, which is carried out by the central emission - credit institutions through transactions with securities on the open

market , regulation of discount rates , changes in reserve norms stipulated for lending institutions.

Economic processes more effectively manage through economic and legal instruments . In a state is an arsenal of proven global and local practices of economic and legal instruments : taxes , prices, loans , rates , investments , securities , interest , reserves , depreciation, budget , programs, incentives, public procurement , subsidies and others.

All instruments should be used in appropriate limits: Administrative - not to generate command - rozporyadnyh processes; economic - not to obstruct the development of business units ; law - to create a legal basis for free enterprise.

Not all of the sphere of market relations can affect , prejudice the economy and the national interest that the control objective requires government intervention. In general, it is necessary to ensure state control over total costs , money and credit issue and prevent negative processes of market relations. However, excessive state intervention in economic processes can lead to a decline in production. Therefore, all government agencies in the exercise of regulatory functions should adhere weighted limits.

Conclusions and recommendations for further research. Consequently , the public adjuster mechanism is very complex and includes objects , methods and instruments of regulation. Only when plans and programs to be recorded, then it is to be achieved and which processes and production focus resources, and when answered, solved a particular problem, programs and plans work.

Список літератури

1. Державне регулювання економіки: курс лекцій./Уклад.:І.П.Мосіюк, Н.М.Салатюк.-К.:НУХТ, 2010.-98с.

2. Дідківська Л.І., Головко Л.С.Державне регулювання економіки:Навч.посібн.-К.:Знання.-Прес,2000, с.245.

3. Механізм структурних зрушень в економіці України.-К.:Ін-т економіки НАНУ, 2002, 496с.

4. Основи економічної теорії/ С.В.Мочерний, С.А.Єрохін, Л.О.Каніщенко та ін.; за ред.С.В.Мочерного.-К.:ВЦ»Академія», 1997.-464с.

5. Стеченко Д.М. Державне регулювання економіки: Навчальн.посіб. – К:. Знання, 2004.- 262с.

В статье рассмотрены экономические функции государства. Раскрыта эффективность государственного регулирования экономики Украины .Приведены методы государственного регулирования и определены основные рычаги влияния государства на хозяйственную деятельность в рыночных условиях.

Государство, институциональные основы, социально -экономическая инфраструктура, институциональный механизм регулирования национальной экономики.

У статті розглянуто економічні функції держави. Розкрито ефективність державного регулювання економіки України. Наведено методів державного регулювання та визначено основні важелі впливу держави на господарську діяльність в ринкових умовах.

Держава, інституціональні засади, соціально – економічна інфраструктура, інституційний механізм регулювання національної економіки.

UDC 339.65

Formation of state regulation of innovation and investment agricultural development

T.S. Mrinska, candidate ekonomichnih Sciences, Associate Professor of Management im.prof.Y.S.Zavadskogo NUBiP Ukrainy

O.O. Lominska student 4th rate FAM NUBiP Ukrainy

Annotation

Main stages of formin of management of corentry of innovational and investicikal processes in agriculture are considered. Ways of development of agriculture in modern conditions proposed.

Keywords: government regulation, innovation, investment and agriculture development.

Statement of the problem : Realizatsiya strategiï naukovyi - tehnichnogo rozvitku silskogo gospodarstva digit miroyu deposits od investitsiynoï politiki , yak spending power , that od regulyuvannya her protsesiv investuvannya productive . Zupinimosya detalnishe on ekonomichniy harakteristitsi investitsiy , viznachenni tsogo ponyattya that Yogo basic shapes.Basically i Analiz doslidzhen publikatsiy . Rozrobtsi problems investitsiynoï privablivosti pidpriєmstva boule prisvyacheni robots such vidatnih vchenih yak U.Sharp , G.M.Markovits , M.Shoulz (udostoєni Nobelevskoï premiï) M.D.Gordon , G.M.Vayngartner , F.Modilyani , MG . Miller , Dzh.Hirsh - Leifer , F.Blek , R.K.Higgins , D.Porterfild , M.Bromvich , Yu.Brighem , L.Sevidzh that in .Sered Suchasni avtoriv scho doslidzhuyut scope investitsiynoï privablivosti pidpriєmstva , slid vidiliti such yak M.I.Kisil , I.O. Blank, D.C. Sabluk , M. Kodenska , AF Gojko , NO Titarenko , VP Savchuk , TV Mayorov toscho .

For uspishnogo zaluchennya investitsiy neobhidno formuvati investitsiynu privablivist pidpriєmstva , tobto stvoryuvati minds for vikoristannya investitsiy iz zabezpechennyam maximum ekonomichnogo that sotsialnogo efekt od ïh realizatsiy at dotrimanni vstanovlenogo rivnya investitsiynogo riziku . Tse vazhlivo Especially for the category tiєï investoriv , yaki not toil chitko virazhenih investitsiynih interesiv i formuyut its investitsiynu strategiyu on pidstavi investitsiynogo marketing that

otsinki investitsiynoï privablivosti pidpriєmstva . Meta doslidzhennya є naukovyi obґruntuvannya formuvannya sovereign regulyuvannya innovatsiyno - investitsiynogo rozvitku AIC. Viklad main materialu . Nayvazhlivishoyu problems ekonomichnogo rozvitku Ukrainy є perehid to formuvannya rinkovogo gospodarstva , yak on gruntuєtsya vikoristanni wide inventory penny vidnosin i pritamannih їm rinkovih mehanizmiv . And the headset will return to pro perehid regulovanih powers rinkovih vidnosin (vihodyachi iz zaperechennya quiet variantiv rozvitku ekonomiki , basis yakih є avtomatichni rinkovi regulator without vtruchannya powers) .Viznachayuchi nayzagalnishi principled funktsionuvannya regulovanoï of market economy , їh mozhna stislo viklasti so :- Rinkove gospodarstvo - Tse such ekonomika , Vsi lanka yakoï practical zanureni in rinkove seredovische, formuvannya MDM vidbuvaєtsya on osnovi vikoristannya inventory vidnosin penny ;- Rinkovi vidnosini regulyuyutsya Reigning (at tsomu isnuє zvorotniy reception mizh stihiynimi rinkovimi mehanizmami Reigning regulyuvannyam i);- Tse ekonomika silskogo gospodarstva scho zberigaє rozvineny Reigning sector mayuchi tsily number riznovidiv -sovereign forms vlasnosti ;- Reigning sector scho pidkoryaєtsya tsilkom viznachenim methods administrativnogo upravlinnya , takozh go to єdinoï rinkovoï system deposits that become od її Especially funktsionuvannya .Perehid to regulovanogo rinkovogo gospodarstva Got dokorinno zminiti investitsiynu politiku powers to AIC s metoyu posilennya її vplivu on ekonomiku through rinkovi regulators. Modifikuyutsya takozh funktsiї investoriv that uchasnikiv investitsiynogo processes , principles їhnoï diyalnosti , yaki gruntuyutsya on povniy svobodi rozporyadzhenni in Maine, nayavnosti konkurentsiї , isnuvanni plyuralizmu market analysis so i in . Pochinaє stvoryuvatisya infrastruktura market analysis without yakoï nemozhlive Yogo efektivnosti funktsionuvannya (stvorennya stock birzh toscho) .Tsi that INSHI problemi peredbachayut teoritichny analiz osnovopolozhnih kategoriy , pritamannih rinkovim vidnosinam , їh vzaємodiї that vikonuvanih them roles. Without tsogo nemozhlive stvorennya diєvih rinkovih regulyatoriv in agriculture, to yakih nalezhat mehanizmi regulyuvannya investitsiynoï diyalnosti .Ponyattya " investitsiї " vistupaє kategoriєyu Pervin , yak є bazoyu

pobudovi iєrarhiї Rösti kategoriy scho vidobrazhayut vidtvorennya basically the working kapitaliv .Vidminnist have pidhodah schodo sutnosti investitsiy viyavlyaєtsya dosit virazno have vitchiznyaniy ekonomichniy literaturi .At one furrows s pidhodiv characteristic poglyadiv rokiv passed (until 1991 p .) Ponyattya " investitsiї " pidminyalosya ponyattyam " kapitalni vkladennya ." Vono rozglyadalosya zazvichay yak nayvazhlivishe ekonomichne yavische . When tsomu kapitalni vkladennya (inkoli - investitsiї) analizuvalis have dvoh aspects: yak yak i Ekonomichna kategoriya process , pov'yazany s Ruh penny zasobiv (resursiv) .Kapitalni vkladennya (investitsiї) yak Ekonomichna kategoriya traktuvalis have viglyadi sistemi okremih ekonomichnih vidnosin , pov'yazanih iz Rukh vartosti , avansovanoї dovgostrokovomu in order to osnovni Fondi od time vidilennya koshtiv to real vidshkoduvannya .Headache ob'єktom doslidzhennya ekonomistiv є kapitalni vkladennya yak process Ruhu vartosti avansovanoї have vidtvorennya mainly fondiv. . Wuxia uwagi pridilyaєtsya vivchennyu structured Jerel finansuvannya kapitalnih vkladen , dogovirnim vidnosinam virobnikiv i spozhivachiv tehniki that inshih uchasnikiv investitsiynogo process , roli bankiv yak organiv finansuvannya i kredituvannya .Bezumovnim Kroc upered slid vvazhati Introduction to warehouse kapitalnih vkladen (investitsiy) vitrat on formuvannya fondiv werewolf . When tsomu perevalyuє practicality aspect: the problem of ascertaining obumovlyuyutsya vitrat , vidnesenih to kapitalnih tobto vitrati scho toil peredbachatisya koshtorisom , plyusuє vitrati on osnovni Fondi that oborotni Costa .In broad rozuminni words vkladennya in oborotni Costa (tochnishe have zbilshennya postiyno diyuchogo norm Vlasnyi Werewolves virobnichih fondiv i fondiv obigu) - Tse takozh investitsiї.

Vihodyachi s tsogo , ekonomichnu characteristic investitsiy in AIC mozhna Bulo b sformulyuvati as " yak Investitsiї Ekonomichna kategoriya vidobrazhayut vidnosini, pov'yazani s dovgostrokovim avansuvannyam penny , that maynovih intelektualnih tsinnostey scho vkladayutsya in ob'єkti pidpriємnitskoї diyalnosti in їhni osnovni that oborotni funds, and in takozh naukovyi - tehnichny rozvitok , yakisne vdoskonalennya virobnichoї Bazi that osvoєnnya Preview Issue novih vidiv produktsiї od avansuvannya time before real vidshkoduvannya th obsession pributku

abo sotsialnogo efekt " .Investitsiï vidpovidno to law Ukrayinsky zakonodavstva mozhut isnuvati in groshoviy abo materialniy forms have formi maynovih rights that inshih tsinnostey . Until investitsiy have groshoviy formi nalezhat ukladeni them groshovi Zasoba , tsilovi bankivski contribution paï that tsinni Papero . Investitsiï in materialniy formi podilyayutsya on Ruh neruhome i am Main. Investitsiï have formi maynovih rights grupuyutsya for napryamki : at formi intelektualnih rights (avtorske right , " know-how " , INSHI) at formi rights koristuvannya natural resources) . Vidilyaєtsya takozh grupa inshih tsinnostey .Vodnochase yak us zdaєtsya , isnuє slit one vazhliva form investitsiy , qiu form can be used Bulo nazvati " finansovi law." Finansovi rights viplivayut iz vzaємozv'yazku investitsiynoï diyalnosti th sovereign regulyuvannya її minds peredusim podatkovo - amortizatsiynimi methods. Yakscho power (in Central osobi abo mistsevih organiv Vlady) nadaє Yurydychna i fizichnim ladies podatkovi pilgi , tobto Yakscho scrip podatku on Prybutok bude nizhchoyu od zakonodavcho vstanovlenogo maximum, then vidbuvaєtsya investuvannya koshtiv powers in rozvitok danogo pidpriємstva .Tsya situatsiya vinikaє i protsesi to implement the core amortizatsiynoï politiki , vstanovlenni pilgovih norms amortizatsiynih vidrahuvan (priskorenoï amortizatsiï) . Sama to power, nadayuchi investoram podatkovo - amortizatsiyni preferentsiï , Got otsinyuvati efekt od Tsikh No. Bid initiator vihodyachi s Povernennya koshtiv " finansovih rights " in maybutnomu . Vlasnyi , rozglyanuti riznovidi investitsiy (yak i vsih inshih investitsiynih podatkovih Credit pilg i) dopovnyuyut klasifikatsiyu investitsiy have groshoviy formi .18 Veresnya 1991 rock Bulo priynyato Supreme Radoyu law of Ukraine "About investitsiynu diyalnist " de viddaєtsya perevaga korotkostrokovim tsilyam regulyuvannya , not penny - kreditniy polititsi (in Zakoni : Credit politika) , one yak є s basically No. Bid initiator ekonomichnogo th tehnichnogo vplivu on investitsiynu sphere. Zamina dovgostrokovih tsilovih nastanov on korotkostrokovi tsili regulyuvannya inadequately mistse penny - kreditnoï politiki in sistemi No. Bid initiator sovereign ekonomichnogo vplivu will i nadali ob'єktivno spriyati posilennyu inflyatsiynih tendentsiy . Vkazani factorization seryozno znizhuyut znachuschist Law of Ukraine " About investitsiynu diyalnist " yak head

document scho regulyuє investitsiyni vzaємovidnosini [1].Krim of Law in vikoristannya praktichniy ploschini uskladnyuєtsya istotnim posilennyam disproportsiy in investitsiyniy sferi , practical її rozladom . Lavinopodibne knots in deformatsiy in investitsiyniy sferi bogato in chomu obumovlyuєtsya nevdalimi sprobami vprovadzhennya in neї elementiv rinkovih vidnosin . Glancing at SW Tse slid vidznachiti i evils staroї byudzhetnoї system vnaslidok chogo steel rizke stisnennya tsentralizovanih investitsiy , i skasuvannya vnutrisistemnogo pererozpodilu koshtiv through scho zalishalisya without finansuvannya galuzeva , vuzivska science innovations . Likvidatsiya chi weakening tsentralizovanih vazheliv pererozpodilu materialnih i finansovih nakopichen pidpriємstv prizveli to peremischennya " prosidannya " investitsiynogo popitu on riven pidpriємstv . When tsomu investitsiyny popit zminivsya not deprivation kilkisno and yakisno th : s potentsiynogo , the passive popitu (vidnosne perenakopichennya resursiv) vin becoming real , active popitom unaslidok nadannya gospodarskoї samostiynosti pidpriємstvam .Realizatsiya investitsiy in agribusiness tobto of acceptance investitsiynih rishen silskogospodarskimi in Suchasni minds viznachaєtsya perevazhno factors such yak inflyatsiya that ochikuvannya zrostannya tsin . Iz metoyu znizhennya (blokuvannya) " inflyatsiynogo podatku " vkladennya zdiysnyuєtsya zdebilshogo in ruhomi th neruhomi Elements fizichnogo kapitalu (inventory materialni tsinnosti scho incoming warehouse to working kapitalu : obladnannya mainly importne : kapitalne budivnitstvo abo pridbannya of buildings , sporud) at finansovi assets, in addition chisli vilno konvertovaniy valyuti have spozhivchi materialni tsinnosti have statutniy CAPITAL spilnih aktsionernih , cooperative pidpriємstv , tovaristv iz obmezhenoyu vidpovidalnistyu .Efektivnist funktsionuvannya agropromislovogo complex valued miroyu deposits od intensivnogo rozvitku silskogo gospodarstva i postiynogo zakriplennya Yogo mistsya have svitovomu rozpodili virobnitstva silskogospodarskoї produktsiї that її riznomanitnogo Assortment . Zmini in infrastrukturi i virobnichih vidnosinah silskogospodarskogo ekonomiki sector that forms vprovadzhennya Private gospodaryuvannya vimagayut away regulyuvannya i reorganizatsiї upravlinnya it s

side power.12.06.2013 Pres office - Perche vitse prem'єr - ministra litsi Sergiya Arbuzov opublikuvala informatsiyu oc scho inozemni investori vkladayut all bilshe finansiv in the agrarian sector of Ukraine . So , s sichnya on berezen kapitalni investitsiї have silske gospodarstvo have become milyarda 2.5 UAH. A Tse 10% bilshe , nizh for analogichny period poperednogo rock. Vzhe traditsiyno naybilsh privablivimi Galouzeau for investoriv є nutritive promuslovist , bioenergetika that roslinnitstvo . A basic investorami in AIC zalishayutsya єvropeyski Kraina . About Tse naperedodni implement the core pershoї Mizhnarodnoї BIZNES - konferentsiї «ABC: Ukraine & Partners», organizovanoї for initsiativi Uryadov [2]. " Dinamika obsyagiv investitsiy have silske gospodarstvo in period z roku 2000 , if the stink boule naymenshi until 2012 roku , svidchit about visoki schorichni Tempi їh zrostannya . I. Uryadov pratsyuє over note dwellers postiyno zbilshuvalisya stink . For tsogo E stvoryuємo prozori investoriv minds for that great-power pogliblyuємo Private Partnership " - zaznachiv uryadovets . Sergiy Arbuzov takozh nagolosiv scho nutritive promuslovist , bioenergetika that roslinnitstvo traditsiyno demonstruyut Visoko rating investitsiynoї privablivosti . Investori zatsikavleni vkladati Costa at Ti galuzi silskogo gospodarstva de є Visoko riven pributkovosti pidpriємstv , eksportospromozhnist , visoki Tempi zrostannya masshtabiv virobnitstva and takozh Krashchi likvidnosti investitsiy minds "- nagolosiv Pershiy vitse - prem'єr - ministr.

Sergiy Arbuzov takozh povidomiv scho naybilshimi investorami have silske gospodarstvo Ukrainy zalishayutsya єvropeyski Kraina [2].Obmezheni mozhlivosti budget in Perche Cerga , vimagayut udoskonalennya forms povnoї pidtrimki agropromislovogo complex. Suttєvimi nedolikami nini diyuchogo mehanizmu derzhavnoї pidtrimki silskogospodarskih tovarovirobnikiv є Yogo nekompleksnist i gromizdskist . On Suchasni etapi rozvitku silskogo gospodarstva not mozhna vidmovlyatisya od Reigning finansovih vkladen in agriculture. Stink neobhidni for zdiysnennya powers svoїh funktsiy on regulyuvannyu rozvitku agropromislovogo virobnitstva i , Perche for everything zabezpechennyu funktsionuvannya okremih elementiv infrastrukturi Rink stvorennya spriyatlivih minds la zhyttya that pratsi silskih pratsivnikiv . Til'ky through kapitalni vkladennya Power Mauger really

vplivati on structural perebudovu agropromislovogo complex, yak zabezpechit real pidvischennya rivnya Yogo efektivnosti .VisnovkiRozvitok Agrarian galuzi vbachaєtsya us at vidnovlenni povnotsinnogo investitsiynogo process for direct Dopomoha i vazheliv indirect sovereign regulyuvannya . For tsogo neobhidno suttєvo polipshiti investitsiyny klimat Agrarian spherical , zrobiti її potentsiyno privablivoyu not deprivation to vitchiznyanih and th inozemnih investoriv . Aja inozemni investitsiї є vazhlivim Jerel finansuvannya gospodarstv , vprovadzhennya novih How? , Stvorennya dodatkovih Working mists scho actively spriyaє rozshirennyu virobnitstva that pidvischennyu Yogo efektivnosti .

list literaturi1.

1.Stalin E. Evaluation of investment attractiveness of Ukraine re ¬ gions / E. Stalinist / / Ekonomist . - 2003 . - № 9. - P.68 -69 .

2.http://www.kmu.gov.ua

УДК 351:338

REGIONAL PRINCIPLES OF DEVELOPMENT OF THE PROGRAM OF INNOVATION AND INVESTMENT FOR AGRICULTURAL PRODUCTION IN VIEW OF STRUCTURAL CHANGES

K. NAKONECHNA, Ph.D. in Economics, associated of innovation activity of agro industrial complex chair

Priorities of innovation and investment policy in Ukraine have being analyzed. Stages of the investment policy in the agrarian sector of Ukraine have being characterized. Formation of the market of investment resources in developed countries have being investigated.

Investment policy, innovation, agriculture, structural and innovative restructuring of the agricultural sector

The urgency of research. One of the priorities for investment policy in agriculture is to balance the volume of investment income resources between regions and cities. There is a need for a qualitative change in investment: an effective combination of investment and innovation. Investments should be innovative on the one hand, on the other - so contributing to progressive structural changes of the economy. We believe that in such circumstances it is advisable to draw up and carry into practice the concept of managing innovation and investment development. This concept will be focused on the national level It is necessary to upgrade the system to support innovation activities through mechanisms of credit, taxation, fiscal policy, to introduce reduced-field activities in the creation and use of new technologies.

State of studying the problem.

Justification of regional fundamentals program design innovation and

investment development of agricultural production based on the structural changes are reflected in the works of local and foreign scientists: Abalkin, S.Abdildin A. Bogomolov, A. Halchynskiy G. Potassium, I. Lukinov M. Pavlovsky, Y. Pakhomov, P. Sabluk, P. Samuelson, A. Smailov, V. Yurchyshyn and other researchers.

Aim of research is study fundamentals regional development programs of innovation and investment for agricultural production on the basis of structural changes.

Results of research.

It is important to improve the regulatory framework of investment activity and software on this basis the reliable protection of investors, leveling the playing field for domestic and foreign investors; support ecologically safe investment projects that use modern resources and energy saving technologies; stimulation of private investment and combining them within specific investment projects with public funds for the purpose of growth of investment resources and improve their efficiency; primary high-performance implementation of investment projects with high social effect (to create new jobs, increase the average wage, social development) [1].

The implementation of the investment policy appropriate to carry out in two stages:

Phase I (2007 - 2011 years) - a significant increase in investment income due to the positive results of Resources medium-term economic growth in Ukraine improve the investment climate of the region, establishing business cooperation with foreign entities. At this stage, the first results are expected restructuring the regional economy and investment transformations, including: growing demand for skilled labor, network optimization secondary vocational and higher education institutions, turning them into centers of research and development, the growth of average wages, especially skilled labor.

Phase II (2012 - 2015 years) - Obtaining qualitative changes in the system of investment, fundamental positive change in the positions of domestic producers in

the global market of investment resources, enhance the competitiveness of investment entities, forming in the industrial sector innovation orientation, a significant increase on this basis of people's lives. Given sufficient development of market infrastructure to support entrepreneurship and the full use of existing advantages of the region key performance indicators for the future of agricultural production by 2015 can be increased several times [2].

Priorities for investment and innovation policy in agriculture is to create conditions to advance the regional economy as a whole to innovation and investment development: improving the competitiveness of agricultural products through the introduction of European standards, improving and updating the range according to consumer demand; improving the efficiency of agricultural enterprises by upgrading and commissioning of new capacities; growth in exports of goods; ensure capacity output, which is certified according to international standards. Formation of market investment resources in developed countries is due mainly domestic sources of financing of the country.

An important source of financing investment processes are the monetary savings. The main goals of increasing investment volumes of domestic agricultural production and increase the inflow of foreign capital are: further structural and innovative restructuring of the agricultural sector, the development of international cooperation, the intensification of exports of industry specialization. The criteria for the implementation of priorities to improve the investment climate is to provide growth of investments, including foreign-born in 7,0-10,0%[4].

This can be achieved through: dissemination of investment proposals enterprises, brochures and booklets including trade missions, embassies, chambers of commerce CIS, via the Internet; holding investment forums; facilitate the participation of enterprises, institutions and organizations in international exhibitions - fairs, seminars and "round tables" on attracting domestic and foreign investment;

To promote business activity in the agricultural sector should be given to agricultural businesses information and advice to on the part of local authorities,

the creation and support of regional (inter-regional) centers of information and consulting services and business centers. For the period up to 2015 the agricultural infrastructure of entrepreneurship will be developed through the creation of business centers and incubators, foundations and business support agencies, non-banking institutions to support agricultural business organizations and the leasing information and advisory institutions. Creation of business incubators and business centers will be mainly in urban areas that are centers of rural areas. This is both to promote small business development in rural areas and play a mediating role between local businesses and the network of business support organizations from other regions.

Conclusions.

An alternative in rural areas may be agricultural service cooperatives to help farmers increase income and to support cooperation of agricultural producers.

The role of government should be limited to involvement through certain tax benefits of private investors in infrastructure development of agricultural enterprise.

We propose to consider innovative mechanisms in view of the processes at the macro level, regional level and businesses.

Level of regions and enterprises - a level which directly provide innovation. At the regional level can be established authorities, such as those already mentioned in relation to the macro-level, but this must be weighed the specific problems of the considered area.

Literature.

1. Бабенко А.Е. Державне регулювання та підвищення конкурентоспроможності аграрних підприємств / А.Е. Бабенко // Економіка АПК. – 2009. - № 8. – С. 51-58.
2. Голян В. Ринкова трансформація регіональних водогосподарських комплексів: теоретико–методологічні засади та інституціональні

передумови / В. Голян, Б. Самойленко // Економіст. – 2010. – № 12. – С. 27–35.

3. Державне регулювання економіки України: методологія, напрями, тенденції, проблеми: [монографія] / Л. І. Антошкіна, Н.М. Бабіч, В.Ф. Беседін, І.В. Беседін, І.К. Бондар; Ред.: М.М. Якубовський; Н.–д. екон. ін–т М–ва економіки України. — К., 2005. — 410 с.
4. Кваша С.М. Напрями удосконалення механізмів формування ринкової рівноваги на ринках сільськогосподарської продукції / С.М. Кваша // Економіка АПК. - 2011. - № 2. - С.161-167.

336.717.8

CURRENT APPROACHES BANKS TO RAISE FOUND CLIENTS

M.A Rotayenko, student specialty "Finance and Credit"

Supervisor: L.A Avramchuk, assistant professor of finance and credit

The economic nature of deposits in current economic conditions both for banks and for the main group of consumers of banking products – population. It is noted that in recent years the value of deposits for households slightly different. This realization banks, allowing them to more balanced approach to the development of the deposit policy.

Keywords: bank, resource base, deposit, inflation, interest rate, term, alternative forms of savings.

In recent years the banking system of Ukraine suffered from crisis processes that have led to changes in the economic value of many banking products including deposits. That is why it is important to present the determination of the economic content of the deposit for key stakeholders escrow process ─ bank and population, and identify the causes of the recent interest in this bank product.

Analysis of recent research and publications.

Modern authors pay much attention to the study of the economic merits of bank deposits as resources and methods for managing them. Deposit regarded as an economic category authors such as Kosovo T.D Vasyurenko, O.V Tsyganov, Zhukov E.F, Lavrushina O.I, Moroz A.M, Savchuk M.I, Ivasiva B.S, and other authors. Focusing on issues related to the involvement and management of retail deposits ─ is an objective understanding of the overall situation. Therefore, this study is a logical reflection of real events in Ukraine's banking sector and the availability of an increasing number of scientific papers on this area confirms that the effectiveness of banking through the situation in the financial sector depends more on attitude towards it than from alternative and competing sources of savings temporarily free funds.

This determines the relevance of the study and enables you to define the tasks that were set by the authors for the achievement of this objective. These include: defining the essence of deposits for the relevant group of institutions in the current

economic conditions, the study investigated the factors influencing the economic category, identify possible alternative sources of savings.

The purpose of the study – identify current approaches banks to raise funds of clients and areas for improvement.

The main material. For the operation of the bank as a financial institution requires substantial financial resources that can be divided into their own, attracted and borrowed. The peculiarity of these resources is primarily the fact that, unlike the enterprise in which the major part is on its own resources, which determine its financial stability, solvency and other indicators of effective activities in the banking sector the major part is attracted to it and borrowed resources managed determines the effective functioning of not only banks, but also the entire financial system.
Consider in this study, it involved resources, which often take the form of deposits and of their contemporary understanding of the nature and role of the bank's further work depends on their effective engagement and management.

For a more complete picture of the economic substance of the deposit will explore different interpretations of the term.

First, we turn to the applicable law, whereby ─ deposit funds in cash or in the form of cash, in the currency of Ukraine and foreign currency placed by customers on their personal accounts on a contract basis for a fixed period or without specifying a months to be paid to the depositor in accordance with the laws of Ukraine and the contract.

Vasyurenko O. believes deposit the money transferred to the bank by the owner to store and depending on the storage conditions are taken into account in a bank account [1].

Another definition of deposit given in the Kosovo TD and Tsyganov AR: deposits (contributions) are available and funds in the form of cash in the currency of Ukraine and foreign currency that the person or entity placed on accounts with commercial banks on a contractual basis for a fixed term (with or without its definition) at interest and to be paid to the depositor in accordance with applicable law and the terms of the contract [3].

I think it means a deposit ─ persons or entities granted the bank on a contract basis for a specified period and at a certain percentage.To attract temporarily idle funds in public bank should adopt an integrated approach that will enable you to balance the interests of all participants in the deposit process and get the expected result. Approaches to raising money through changing perception of banks is quite logical: as soon as the presence of banking institutions was perceived as really needed and, moreover, easy and profitable way to manage your money, then the escrow process was aimed at developing additional incentives to attract, for light of its competitive advantages, and others. Today, due to changes in relations between the parties to change banks and approaches to attract money and they focus their attention on other issues.

It is clear that the perception and behavior is entirely dependent on macroeconomic developments and selected bank deposit policy, which, in turn, played a role in macro and macro levels: the first - forming loan fund, the second - to ensure the stability and sustainability of the bank, profitability, liquidity, adequacy of its business customers' needs and his own.

Consideration of the nature and value of deposits in current conditions would not be complete without highlighting the aspect that if fundraising is where rule of consistency, namely borrowings which form free reserves should be minimal, that is aimed at active operations ─ only for such conditions, the bank will receive the maximum benefits. To achieve this goal, the bank need to plan and manage their own banking resources, to provide quantitative and qualitative correspondence between the size and nature of the available funds and bank lines of credit and maturity investments. But if you examine the dynamics of active operations of commercial banks in Ukraine, we can get the conclusion that the banks now and do not need such large volumes of resources because of their placement in active operations is limited.

Therefore, an integrated approach to attracting temporarily free funds ─ it is really a difficult task, and during his resolve to consider a number of aspects of macroeconomic indicators ─ to the performance of individual banks. At present there are many approaches by which optimizes bank deposit policy using a different

combination instruments (incentives to raise funds), which generally can be differentiated into the following components: interest rate, term of involvement, quantity and quality of banking services, the price of the service (conversion) rate carry out these procedures, the frequency of use of this banking product. This list is not definitive, but it makes it possible to imagine the complexity of the process of raising funds, because developing the deposit policy, the bank has to find a "middle ground" that provides the maximum benefit to each participant deposit process.

Without diminishing the importance of each of the listed instruments (incentives) and based on a common definition of deposits for households ─ deposit is a bank product, whereby the population is able to accommodate free money and get a reward in the form of bank interest rate, most attention in the research nature of the deposits paid interest rate and the period for which the deposit is placed.

In general, the rate of deposit rate is calculated by the ratio of the sum of money paid as a percentage, the amount of money received as a deposit. The order of calculation and payment of interest, interest rate on deposits recorded in the deposit agreement. The percentage should encourage investors to long-term preservation of cash in bank accounts, that is saving money in organized forms. However, the bank deposit interest rate - is the value of the resource, the cost of money involved, and its size depends not only on the deposit, but the credit policy of the bank. Deposit rate, which is also called "bank rate" depends on the internal and external factors that influence its size. The external factors may include the discount rate (refinancing of commercial banks), the state of the banking system, inflation in the country, the demand for deposit resources, political situation and others. The internal factor is the policy of the bank deposit and cost of credit, that bank will decide the need to attract resources, while in the case of tight resources necessary banking institution increases the rate and vice versa.

Now the bank deposit rate is very low, with the result that investors do not consider the deposit as a way to profit. The reasons for these low rates, there are several, one of them ─ banks do not require a significant amount of money, because the policy of deposit rates formed depending on the needs of banks in financial

resources. Since banks only began to renew loans, they have little need for additional financial resources, then as soon banks will actively lending, deposit rates will rise.

Another of the reasons for the decline in deposit rates is to reduce the discount rate. The discount rate is one of the monetary instruments by which the National Bank sets the subjects of monetary market benchmark of the cost of attracting and placing cash in the period. The discount rate is the benchmark interest rate on other interest rates of the National Bank of Ukraine. The discount rate used by the National Bank of Ukraine at the same time as a means of implementing monetary policy and the benchmark price of money. The dynamics of the discount rate describes the basic directions of changes of monetary management. The level and nature of changes in the discount rate depends on the trends of economic development, macroeconomic and budgetary processes, the monetary market and so on. The discount rate is maintained at a positive level on the projected inflation rate, which is determined by the Cabinet of Ministers of Ukraine for the year and taken into account in the preparation of the state budget. The discount rate is the lowest rate among the interest rates on the National Bank of Ukraine can support bank liquidity. Discount rate approved by the Board of the National Bank of Ukraine. During the period 2012 ─ 2013 it dropped from 7.5% to 6.5%, which is why interest rates on deposits are reduced in direct proportion to the reduction in the discount rate.

Of course, time deposits and bank interest play a great importance in the population distribution of money in the banking sector, but given the current economic realities go ahead inflation. Because of this deposit considered not only as a way to obtain a certain profit, the main purpose is to help deposit ─ investor in the fight against inflation.If we trace the situation on deposits, it can be stated that the deposit is no longer a way of saving money on inflation, in particular it does not allow a profit.

Table 1.

Dynamics of changes in deposit rates of individuals in Ukraine on average (as of 30/10/2013)

Currency	Termdeposit

	1 month	3 month	6 month	12 month
UAH	14.00%	15.00%	19.00%	20.00%
USD	5.00%	7.50%	7.50%	8.00%
EUR	5.00%	6.00%	5.50%	8.00%

So, given the situation in the country, the failure of deposits cut inflation and low interest rates on deposits, we can say that a deposit has lost its economic value to the public. Investors concludes deposit agreements for profit only if large amounts, and inother cases a deposit - a way to preserve funds from the manifestation of inflation.

This study would be incomplete without consideration of alternative allocation of funds. The most common include: ─ endowment insurance is a financial instrument that combines the possibility of savings and insurance. The possibility of accumulation is that the insurance company invests the contributions of its clients in a variety of financial instruments, thereby increasing the company's assets and the investor over time, profits, and in the case of an insured event receives the sum insured. Since insurance in Ukraine is not yet widespread, but abroad, most of the population uses it. If you compare it with the deposit, firstly, the population elects a deposit for this type of deposit in a higher interest rate. Secondly, the citizens of Ukraine are not used to insure their lives and hope to retire based on state support. However, along with this, endowment insurance has several advantages over deposits- an opportunity not only to make a profit, it is also possible to use the services of the insurance company at the time of the accident, in addition, receive a decent pension and transfer it in the inheritance of the children.

Another type of investing idle funds are deposits of precious metals ─ it's an investment in future profits due to the rising cost of precious metals in the world market. This type of investment is convenient because it does not require cash, but precious metals, but the interest rates on deposits in precious metals are less than the deposit. The biggest advantage of this type of investment is that it is the surest way to save money on the impact of inflation.

There is an alternative to deposit funds ─ a way of investing money for a group of investors for whom the cost of the investment target objects shared among all of them. The advantage of mutual funds is deposits of diversity programs for investment. The only downside to this type of investment ─ lack of clear profit, because the law prohibits funds to guarantee customers a fixed percentage of income as a percentage depending on the profits that the fund earns.

Another competitors banks involved funds of the population are credit unions. Interest rates on deposits in credit unions are higher than banks, and therefore profit is usually higher. Today, credit unions are not so thoroughly controlled by the state as banks, so there is a risk of default of their funds through fraud, which is why the government is planning to check in detail the activities of credit unions and establish an appropriate assurance fund deposits of credit unions.

So, there are many alternatives to deposits, which can use the population. The main advantages of bank deposits are fixed rate and reliability of saving deposits, because banking is strictly regulated by law: banks must fund the Deposit Guarantee that provides even greater confidence in public investment. In terms of risk of some alternatives deposits are riskier than deposits, but profits are directly proportional to the risks of default funds. Population may choose any method of investing, it can be as bank deposits, which have fixed a small percentage, and precious metals with protection money from inflation, or it can be a profit funds, which is directly proportional to the risks. With free money, people make important decisions about their investments, based on the result, which is seeking. All this leads to stiff competition for potential financial resources not only between banking institutions, but also among other financial institutions. In such circumstances, the weather, which can make for disappointing the banking system - people will choose alternative forms of investment, which, although not always yield high profits, but provide other benefits when using them.

Conclusions and recommendations for further research.

Thus, the deposit - this means individuals or entities, provided the bank on a contract basis for a specified period and at a certain percentage. Today, there are many

incentives to attract customer funds, which can be divided into the following components:

- interest rate;
- term involvement;
- quantity and quality of banking services;
- pricing;
- speed of the procedure;
- frequency of use of this product bank (deposit);

References

1. Discount rate of the National Bank of Ukraine.
   National Bank of Ukraine.Official Site. [Electronic resource]─Access: http://www.bank.gov.ua/Statist/Stat_data/discount_rate.htm.
2. Kosovo TD Banking operations [Teach. link.] / T.D.Kosova, OR Tsyganov.─ By: Center for textbooks, 2010. - 372 p.
3. Law of Ukraine on Banks and Banking: from 07.12.2009
   № 2121-III/VidomostiVerkhovnaRada of Ukraine (BVR), 2001, N 5-6, Article 30.
4. http://www.bank.gov.ua

СОВРЕМЕННЫЕ ПОДХОДЫ БАНКОВ К ПРИВЛЕЧЕНИЯ СРЕДСТВ КЛИЕНТОВ

М.А Ротаенко, студентка,специальность "финансы и кредит"

Научный руководитель: Л.А Аврамчук, доцент кафедры финансов и кредита НУБиП Украины

Определенно экономическую сущность депозитов в современных экономических условиях как для банков, так и для основной группы потребителей этих банковских продуктов – населения. Отмечено, что за последнее время значение депозитов для населения несколько изменяется. Осознание этого факта банками даст им возможность более взвешенно подходить к разрабатыванию депозитной политики.

Ключевые слова: банк, ресурсная база, депозит, инфляция, процентная ставка, срок, альтернативне виды сбережения.

UDC 351.82:339.72:061.66

STATE SUPPORT OF DEVELOPMENT OF ENTERPRISE IN UKRAINE AND HER CONSULTATIVE PROVIDING

Rybak L.Kh. к.е.н., associate professor NUBiP Ukraine

State support of development of entrepreneurial activity is considered and her informatively-consultative providing.

Government control, enterprise, small business, peculiar, consultative providing, employment of population.

In small business a private pattern of ownership is most effective, as she creates an optimal environment for realization of own interests, gives a right on the free use of results of the labour and organization of business. A peculiar has setting in the economic system. Mainly private enterprises demonstrate the best performance indicators, than state.

Analysis of basic researches and publications. An important contribution to the study of entrepreneurship during XVIII-XIX century .. made known to Western scholars R.Kantilyon, A. Smith, D.Rikardo, JB Sei, A. Marshall, and at the start of the twentieth century .. - Weber, V.Zombart, Schumpeter, F.Hayyek and others.

Among modern local researchers who are engaged in some way with the development of small businesses should be noted AI Baranowski, MD Bilyk, ZS Varnaliya, NL Lesik, O. Titarenko, AI Khorolsky, VK Chernyak, Y. Yurchenko and others. Western economic thought of the present study, P. Burns, J. Vorsta, P. Drucker, P. Ravantlou, D. Storeya, P. Hein and other scientists.

The questions of the informatively-consultative providing of development of entrepreneurial activity in those or other aspects are lighted up in labours of the well-known Ukrainian and foreign scientists of such, as V. Baranskii, V.Koshelyeva, M.Kropyvko, T.Kalnoyi-Dubinyuk, I.Kryvoruchka and others.

The purpose of the study - an analysis of state support of entrepreneurship and of the guidance.

Exposition of basic material. An enterprise is the important sector of home economy that assists a market saturation commodity and services, to creation of new workplaces, reduction of unemployment and others like that.

Exactly today with a small enterprise the state links a hope on ambulances positive structural changes in an economy, exit from an economic crisis and conditioning for expansion of introduction of market reforms. As marked in accepted Supreme soviet law: "About state support of small enterprise", it is examined as "leading force in overcoming of negative processes in an economy and providing of steady positive development of society, as one of spheres of providing of employment of population, to prevention of unemployment and creation of new workplaces".

Especially it touches the present state of businesses both in Ukraine on the whole and in our region in particular. In fact when the process of reduction of workplaces goes to the large enterprises, small firms not only keep but also create new workplaces. Taking into account it, as, by the way testifies foreign statistics, a small enterprise is a greater antihunt factor, than large industry.

Therefore absolute majority of the developed states encourage activity of small business every kind.

The enormous amount of small firms, companies and enterprises functions in a world economy. For example, in India the number of small enterprises exceeds 12 million, and in Japan 9 million This small business, for example, only in the USA gives the half of increase of national product and two one third of increase of new workplaces almost.

In entire foreign countries with the normally developed market economy there is mighty state support of small business. For example, in Germany of subsidy to the small enterprises make about 4 milliards of brands annually.

In congress of the USA the problems of small business two committees are busy at. At the head Administration stands in matters of small business. On every staff there are regional separations for 30-40 persons. An aim of Administration is support of small business at state level

In Japan, where an especially high amount of small enterprises is, specially distinguished that of them, that in the conditions of market economy unassisted the state can not develop.

The active increase of part of small enterprises in the structure of economy of occident began to take place from middle of 70th. For today in the developed countries of the West small firms fold 70-90%% from the incurrence of enterprises. It is possible to take for comparison, for example, the USA - where in a shallow enterprise it is busy 53%% all population, Japan - from her 71,7%% and countries of ЄС, where on analogical enterprises the half of working population works approximately. Only these numbers talk about importance of enterprises of small business for the economy of these countries.

Finally, development of shallow enterprise is needed only because they give life to the old large-scale enterprises and in an union with them turn to the considerable account both for itself and for a market economy on the whole. About it next numbers talk: in the USA on small business it will be 34,9%% net profit, and in Japan 56,6%% all products in manufacturing industry conduct the enterprises of small business. In tables resulted some statistical data that show a level to development of small and middle enterprise in some foreign countries (table.1).

Table 1.

A level of development of small and middle enterprise is in some foreign countries.

Countries	Amount of small and middle enterprises (thousand)	An amount of small and middle enterprises is on 10 thousand habitants	Busy on small and middle enterprises (million persons)	Part of small and middle enterprises is in the general quantity of employments (%%)	Part of small and middle enterprises is in GDP (%%, evaluation)
Great Britain	2630	460	13,6	49	50-53
Germany	2290	370	18,5	46	50-52

Italy	3920	680	16,8	73	57-60
France	1980	350	15,2	54	55-62
Countries of ЄС	15770	450	68,0	72	63-67
USA	19300	742	70,2	54	50-52
Japan	6450	496	39,5	78	52-55

What touches Ukraine, then development of small and middle enterprise, as one of important economic factors, needs effective state support and certain steps on this way are already done.

By the program of economic reforms on 2010-2014 "Solvent society, competitive economy, effective state" the necessity of improvement of business-climate, providing of deregulation is certain for economic activity, further development of enterprise.

Passed an act Ukraine "About development and state support of small and middle enterprise in Ukraine", basic directions of public policy are certain that in the field of development of small and middle enterprise, and that is sent to: creation of favorable terms of forming of competition environment in the economy of Ukraine; support of enterprise initiative of citizens; stimulation of investment and innovative activity of small and middle business and improvement of them entities the financial state.

At legislative level the exhaustive list of documents of permissive character is lately accepted, changes are brought in to the legislative acts in relation to strengthening of responsibility of public servants of public and organs of local self-government authorities for violation of legislation in the field of the permissive system. Considerable simplification of licensing is provided by reduction of list of types of activity that is subject to licensing. Events are used for the acceleration of revision of the regulator acts accepted at regional level.

It is used a government events for the improvement of registration activity, procedures of establishment, doing business and stopping of activity of subjects of ménage are simplified in particular.

In 2012 Government service of Ukraine is created on questions regulator politics and development of enterprise.

The infrastructure of support of small enterprise broadens with participation of local authorities, events will be realized on the increase of level of the educational training of personnels for an enterprise, the instruments of him are inculcated Financial and Credit and export support, stimulation of investment-innovative processes comes true and others like that.

On this time the National program of development of small and middle enterprise is developed, new mechanisms are worked over him state support that will become an important step on the way of realization of public policy in the sphere of support of small and middle enterprise.

The government of Ukraine consistently works on development and realization of complex of, system stumpers and decision of row of actual tasks of development of business taking into account national and regional interests.

An enterprise environment plays an important role not only in development of economy of country, and also in the decision of many social problems, first of all must provide employment of population; to satiate a market necessary commodities and services, to create a healthy competition that favourably influences on development of economy and provides stability of the state on the whole.

On information from the Single state register of enterprises and organizations of Ukraine by the state on 01.01.2013 6 704 488 subjects of economic activity were registered, from them: 1 405 069 legal entities and 5 299 419 physical persons - businessmen. The common amount of the registered subjects of menage, in comparing to the corresponding period last year, increased on 204 518 subjects, that on 3,15 %% more than for corresponding period last year.

The amount of operating subjects of economic activity, by the state on 01.01.2013, presents 4 046 270 units, that on 0,02 %% more than for corresponding period last year.

For the last two years gradually there was an increase of amount of legal entities and reduction of physical persons - businessmen. Yes, in 2011 the amount of legal entities increased on 2,53 %%, and in 2012 - on 2,25 %% and by the state on 01.01.2013 presented 1 025 857 units. Amount of physical persons - businessmen by the state on 01.01.2013 presented 3 020 413 units, that on 0,71 %% less than for corresponding period last year.

The most of subjects of economic activity functions in Kyiv (12,57 %%), Donetsk (7,64 %%), Dnepropetrovsk (7,34 %%), Kharkiv (6,97 %%), Odesa (6,53 %%), Lviv (6,12 %%) and Luhansk (4,8 %%) areas (addition 1, table 1).

From data of State Statistics Committee of Ukraine by the state on 01.01.2012 in the structure of home enterprise in size of enterprise part of small enterprises presented 93,7 %%, middle - 5,7 %% and large - 0,6 %% (picture 1). During 2010 -2012 these indexes did not test substantial changes.

Within the framework of realization of Law of Ukraine from 22.03.2012 № 4618 "About development and state support of small and middle enterprise in Ukraine" work is conducted in relation to conditioning for providing of efficiency of state support of small and middle enterprise.

In accordance with this document state support of small and middle business entities includes, informative, consultative sponsorship and others like that.

One of basic types of state sponsorship of small and middle business entities certain Law of Ukraine "On development and state support of small and middle enterprise in Ukraine", there is allotting credit, including microcredit, for establishment and conduct of own business.

State sponsorship of small business entities in 2012 came true due to the budgetary program " microcredit of small business entities". In 2012 on financing of the budgetary program "microcredit of small business entities" a 10 300,0 thousand hrn. (A law of Ukraine is "On the State budget of Ukraine on 2012") was envisaged.

For the use of budgetary facilities and having a special purpose their aspiration, the Ukrainian backing of enterprise fund is conduct a competition on

the receipt of microcredit. On results a competition, with winners - small business entities were entered into contracts on a lump sum 9 550,0 thousands to the hrn.

Also the State budget of Ukraine on 2012 on the budgetary program "Events for realization of the National program of assistance to development of small enterprise in Ukraine" pre-arranged financing of the educational program for businessmen - beginners, unemployed persons and small business entities.

Within the framework of realization of the marked program in 2012 75 educational seminars are conducted in 27 regions of Ukraine after themes: establishment of own business, business is planning; small enterprise: taxation, social security, account, accounting; resource providing of small enterprise. The total worth of services in organization and realization of seminars made a 1 993,5 thousand hrn.

In Ukraine actively the infrastructure of support of small enterprise develops for a grant to the subjects of menage, material and technical, informative, scientifically-technological, consultative, marketing, skilled and educational sponsorship.

On information from regions, by the state on 01.01.2013, a 531 business-center, 76 business-incubators, 46 parks, 535 leasings centers, operate in the regions of Ukraine, 3964 unbank Financial and Credit establishments, 242 backing of enterprise (from what 27 created with participation of the Ukrainian backing of enterprise fund) funds, 3031 investment and innovative funds and companies, 3902 informatively-consultative establishments

Thus a small enterprise has not only economic and industrial and socio-economic advantages peculiar also considerable social psychological advantages, specific motivation to labour, that envisages overcoming of elements of alienation and bringing in of elements of economic and uneconomical encouragement, lies in basis of that, him.

Therefore becoming of far of subjects had enterprises a positive value has, indisputably, for a national economy that largely will stipulate creation of modern market economy with a social orientation.

The legislation of Ukraine gives wide rights in relation to creation of small enterprises. Yes, by founders them there can be leasings, collective, joint ventures, cooperative stores, joint-stock companies and other enterprises and organizations, and also citizens, members of families, other persons that conduct a labour economy together. In this connection any created small enterprise, keeping priority of the founder, is accordingly and state, collective, private. Activity each of them regulated by a current legislation. Thus, small enterprises are some certain not type of enterprises, but part of present, distinguished only on the criterion of their size and provided with additional rights and privileges.

Conclusions and prospects of further researches. The conducted analysis witnessed positive changes in development of small and middle enterprise and educed that for creation of comfort business-climate it is needed to provide first of all : simple procedures of establishment and stopping of business; just competition terms; transparent and simple rules of co-operating are with the state (in the spheres of licensing and permissive system, administrative services); just rules are at realization of supervisory functions the state; clear and stable tax and mutually beneficial credit politics.

For the decision of tasks it is necessary to activate politics of state support of small and middle enterprise on central and local levels and adapt it to the norms and rules of ЄС.

List of literature

1. Про підприємництво. ЗУ від 7.02. 1991 р. №698- XII.
2. Кваша С. М. Основи підприємництва [Текст]: навч. посібник для дистанційної форми навчання. – К.: Ун-т «Україна», 2004. – 452 с.
3. Варналій З.С. Мале підприємництво: основи теорії і практики. – 2-ге вид., випр.і доп. – К.: Т-во «Знання», КОО. 2003. – 302 с.
4. http://www.dkrp.gov.ua – A state committee of Ukraine is on questions regulator politics and enterprise.
5. http://www.rada.ua.- An official web-site of Supreme soviet is in Interneti.
6. www.ukrstat.gov.ua - Electronic resource

PhD in Economics, docent Shamanska O.;
PhD in technical sciences, docent Spirin A;
PhD in technical sciences, docent Kormanovskiy;
senior lecturer Tverdohlib I.
Vinnitsa National Agrarian University

MODERN METHODS OF STUDIES ARE IN AGRICULTURAL CONSALTING

In the article modern methods over of studies are brought and analysed in agricultural consulting, such as: explanatory-illustrative method, reproductive method, method of problem exposition, partly-searching, or heuristic method and research method.

Keywords: *agricultural consulting, deliberative services, studies in* agricultural consulting, *methods of studies, business games.*

Raising of problem. In a period passing of Ukraine to the new market relationships with 1991 a vacuum appeared between the producers of agricultural produce and her consumers. Then and there was a necessity for agricultural consulting is to the informatively-consultative help to agricultural producer and population. At what, main essence of deliberative activity consists in that firstly, to the producer in an accessible form to give scientific works that he need, that is why recommendations of deliberative service are instruction in relation to the use of scientific developments; secondly, to help a producer to be orientated in a difficult, various and often contradictory dataflow that comes from science, to the agribusiness and others like that. From it swims out, that education in agricultural consulting it is an essential process that touches both eventual producers and agricultural consulter and expert-consulting - each at the level [1, p. 256].

Analysis of the last researches and publications. In present tense many scientists of scientists work on research of such question as deliberative services and methods of studies in agricultural consulting, among them: Nikolaenko S., Stepko M., Yiagupov V., Ziazun I., Kramuchenko M., Krivonos I.., Cooper B.

A research aim are research and analysis of modern methods of studies in agricultural consulting.

Exposition of basic material. In present tense a question of choice of such organizational model of deliberative services, that would provide a maximal and rapid effect with the least expenses, is actual enough .

The analysis of economic literature showed that the method of studies it follows to examine as a method of presentation (presentation) of information of agricultural consulter during his cognitive activity. Among the most widespread methods of studies in agricultural consulting it follows to distinguish the following:

1. Explanatory-illustrative method or. The name of this method originates from two words: information and reception (perception). Agricultural consulter get knowledge on employments, from educational or methodical literature, through the CRT manual in the "prepared" kind. Agricultural consulter perceive and comprehend facts, estimations, conclusions and remain within the framework of the reproductive (recreating) thinking. The marked method finds wide application in establishments for the transmission of large array of information. The method in itself does not form at agricultural consulter abilities and skills of the use of gain knowledge and does not guarantee them conscious and strong memorizing.

2. Reproductive method. Activity of agricultural consulter carries algorithmic character, is executed after instructions, ascriptions, rules in analogical, similar with the shown standard situations. Activity of agricultural consulters gets organized after the multiple recreation of assimilable knowledge. Various practical works, programmable control, different forms of self-control, are used for this purpose. It is used in intercommunication with this method (what is preceded reproductive). Together they assist forming of knowledge, skills and abilities in

agricultural consulters, an analysis, synthesis, generalization, transfer, classification, form basic mental operations [2, p. 121].

3. Method of problem exposition. A teacher to exposition of material puts a problem, formulates a cognitive task on the basis of different sources and facilities. Then shows the method of decision of the put task. A method of gaining end is opening of the system of proofs, comparison of points of view, different approaches. In turn agricultural consulters become witnesses. Agricultural consulters not only perceive, realize and memorize the prepared information but also watch on logic proofs, after motion of opinion of teacher. This method is widely used in practice of higher educational establishments [5, p. 17].

4. Partly-searching, or heuristic, method. Consists in organization of active search of decision of the cognitive tasks pulled out in-process (or set forth independently). From so the search of decision takes place under the direction of teacher, or on the basis of the heuristic programs and pointing. A thinking process obtains productive character, stage-by-stage directed and controlled by a teacher or listeners on the basis of prosecution of the programs (including computer) and train aid.

Such method allows to activate thinking, cause the personal interest to cognition in further working situations.

5. Research method. The analysis of material, raising of problems and tasks and short verbal or writing instructing of agricultural consulters is conducted. They study literature, sources independently, conduct a supervision and measuring and produce other actions of searching character. Tasks that is executed with the use of research method must contain all elements of independent research process (raising of task, ground, supposition, search of corresponding necessary information generators, process of decision of task). In this method most full initiative, independence, creative search, show up in research activity. Educational work directly outgrows in scientific research [2, c. 129].

The conducted analysis showed that another classification of methods is built on the basis of selection of sources to the transmission of maintenance :

- verbal: the source of knowledge is a verbal or printed word (story, conversation, instructing and other);
- practical methods: agricultural consulters get knowledge and ability, producing practical actions (exercise, training, self-government);
- evident methods: the source of knowledge are the looked after objects, phenomena, evident examples (show).

An important method in the studies of agricultural consulting is such method as debatable. The elements of discussion (spores, collision of positions, intentional intensifying and even overstatement of contradictions in the discussed rich in content material) can be used almost in any organizational forms of studies, including lectures. In lectures-discussions two teachers that secure fundamentally the different points of view for a problem, or one teacher that owns the artistic gift of reincarnation (masks, receptions of change of voice, are sometimes used in this case), come forward usually [3, c. 257].

The article of discussion can be not only rich in content problems but also moral of participants of group. The results of such discussions (especially when the certain situations of moral choice are created) modify behavior of man far stronger, what simple mastering of some moral norms at the level of knowledge. Debatable methods come forward as means of not only studies but also education.

A business game is the method of active studies in Agricultural consulting. Distinguish three application of playing method domains: the Educational sphere: an educational method is used in an on-line tutorial for studies, in-plant training. Research sphere: used for the design of future professional activity with the aim of study of making decision, estimation of efficiency of organizational structures et cetera. Operatively-practical sphere: a playing method is used for the analysis of elements of the certain systems, for development of different elements of the system of education.

Positive factors in application of business games are: high motivation, emotional saturation of process of studies; preparation is to professional activity.

In basis of active methods lie: in the process of dialogue communicative flairs are developed; ability to settle problems collectively; the language of agricultural consulters develops.

One of innovative methods of studies agricultural consulting has application of educational computer models. A computer design is used as means of development and verification, measuring, determination of principles and conformities to law of structure and functioning of social processes, systems and their prognostication, for development of recommendations in relation to a management the different social phenomena, processes, systems.

The methods of studies are not only sent to the transmission and perception of knowledge, abilities and skills but also have considerably more wide range of actions, that is expressed in the functions of educational process: educational, educator, developing.

An educational function as basis provides for application of those methods and receptions of management of agricultural consulters, that would assist the successful mastering of knowledge, abilities, scientific world view and him corresponding constituents - persuasions, as to the confidence in the rightness of the knowledge. All palette of methods that is classified higher was here used. An educational function serves for realization of tasks of creative character toward the phenomena of nature and public life.

An educator function is inseparable from educational and intended for unity of educational-educator process. During studies due to application of purposeful methods and receptions of education of call of duty, responsibility teachers interest develops in a that or other object.

Conclusions and prospects of further research. Thus, it only a few from those methods that it is possible successfully use during the studies of agricultural consulters in an order to work out actions of effective program. Development of the program - it very artists phase of studies of agricultural consulters, it is a process of transformation of aim and tasks in educational events. Than better a teacher understands the necessities of agricultural consulter, than more careful

picks up the methods of studies, and will attain the aim: to assist progressive changes in knowledge, skills, relation, expecting - that means to assist positive changes in life.

List of literature

1. Halych of O.A. Agricultural agricultural consulting [Text]: edu. manual - / O. Halych, O. Sosonovska. - K.: ЦУЛ, 2007. 368 p.
2. Higher education in Ukraine: Edu. manual. / B. Flint, C. Nikolaenko, M. Stepko and other. - K.: Knowledge, 2005. 327 p.
3. Yiagupov B. Pedagogics: Edu. manual. - K.: Lybid, 2002. 560 p.
4. Pedagogical mastery: Textbook / of I. Ziazun, L. Kramuchenko, and other; - K.: Higher school, 2004. 422 p.
5. Cooper B.I. Didactics: effective technologies of studies of students.- of K., 1996. 67 p.

УДК 338.439

MARKETING TOOLS OF ENTERPRISE EMERGING ON NEW FOREIGN MARKETS

O.F. Shapoval, Candidate of Econ. Science

L.A Konnova, Senior teacher

T.S.Kyrychenko[1], Master

National University of Food Technologies

The article dedicated to research of enterprise marketing tools application from new abroad markets.

Product sale channels, foreign markets, marketing tools, bagful, product sale markets.

Statement of the problem. Globalization advocates comprehensive event and strengthens its influence on the activities of enterprises in the continuous development of competition. Among the important manifestations of globalization can be noted intellectualization business activities of enterprises and the use of new marketing tools and instruments on the market, and the design of marketing systems according to the requirements of new markets.

An integral part of the success of any company in the market is making a profit by satisfying consumer demand customers with high service culture and dynamic growth rates of goods.

Analysis of the main research and publications. Theoretical and methodological basis of the business of the company in the domestic and overseas markets through the use of marketing tools covered in the writings of scholars such as H.Armstronh, in the firm, D.Dzhobber, A.Starostina, A.Novoshynska [1, 2 , 6, 12]. However, the theoretical and practical aspects of the problem of domestic scientific literature considered sufficient. However, the acceleration of the globalization of world markets and capital imposes strict requirements on algorithms for selecting the priority of potential foreign markets, the style and

[1] Supervisor PhD, Associate Professor O.F.Shapoval

methods of business activities on them. This is what leads to the need for further studies of this problem.

The aim - to explore the mechanism of expansion of channels and markets products companies in the process of entering new foreign markets.

The main material. The current world market is characterized etsya intensification of economic globalization processes arising in connection with the exchange of goods, services and capital flows [15, 6, 8].

Accelerating globalization of world markets complicates the algorithm priority choice of foreign markets for the company. In this situation, companies use a variety of techniques, activities and marketing tools.

In this regard, a study of the activities of "Bioenerhopartner" in domestic and overseas markets.

Ltd. "Bioenerhopartner" - a young company whose main activity is the production of biofuels in the form of pellets from straw, surely wrested its own place in the Ukrainian and foreign markets, earning a reputation as a reliable business partner. Analysis of the main economic indicators of activity of an enterprise indicates that in 2012 compared to 2011 production volumes of production and procurement of products in physical and value terms by 10.0%, the return on sales and net profit increased 21.07% respectively and 22.38 %.

Products manufactured at the plant is supplied to foreign markets. The main buyers (consumers) production of "Bioenerhopartner" is a German company - "Land Forst", "Lange & Meyer", "A December oprofi" and the Austrian company "Shtroyfens", "Elifant" and "Bachman & Ratsenberh."

Straw pellets of high quality, produced by LLC "Bioenerhopartner" is used for heating of residential buildings by burning in small pellet boilers, furnaces and fireplaces. Demand for pellets combustion equipment for their production and increases with the prices for conventional fuels such as oil and gas. In some European countries, particularly in Sweden, where the alternative energy market is most developed, granules heated to 2/3 of the space. The wide distribution of the fuel due to its low emissions - emissions from the combustion of CO_2 absorption

equal to the gas during the growth of the tree, and N_2O emissions and volatile organic components significantly reduced through the use of advanced combustion technologies.

Conducted business activity is the study of "Bioenerhopartner" in the market based on the use of marketing tools SWOT-analysis, portfolio analysis by BCG matrix ("Boston Consulting Group") as well as assessing the level of monopolization of the market for German-Hirschman index Harfindela [1, 2]. The results showed that of "Bioenerhopartner" is the company that has a strong position both Ukrainian and foreign markets, is on a narrow segment of the market - the biofuels market, consumer products are European companies and individuals with an interest in the use of biofuels.

This study allowed to identify the main areas of improvement activities of "Bioenerhopartner", namely an increase in the share of products on foreign markets, the organization of the lease of storage facilities abroad, expanding channels and product markets, opening their own offices abroad optimal use of electronic information and communication technologies.

Increasing market share is one of the important external features of "Bioenerhopartner" confirming conducted SWOT analysis. An important condition for market share in foreign markets is to increase the volume of deliveries of products to markets. This condition can be accomplished by increasing the volume of purchases of finished goods from manufacturers competing in the Ukraine and increase volume production at its own plant.

The organization renting storage space abroad for «Bioenerhopartner" is economically viable because rental of equal area warehouses in Germany and Austria is cheaper than in Ukraine. In addition, the use of such compositions in Europe significantly accelerate delivery of straw pellets consumers.

Expanding channels and markets for products of "Bioenerhopartner" considering entering new foreign markets due to the fact that in some European countries is rapidly increasing demand for biofuels, particularly in grains from the straw. For example, in recent years in Poland steadily rising demand for biofuel

pellets from straw and wood. Entrepreneurs set massive boilers that require above-mentioned fuel. Due to this rapidly growing exports from Ukraine to Poland subgroups goods "Straw and chaff, grain, raw, shredded or not ground, powdered or non powdered, pressed or in the form of pellets". Whereas in 2007 exports from Ukraine to Poland This group was 39t, in 2012 this figure increased to more than 400 times and totaled 15910t [3, 13].

Thus, the search for partners on the Polish market of consumers of biofuels is feasible and promising for “Bioenerhopartner”.

Meanwhile, LLC "Bioenerhopartner" any future development of business activities on the Ukrainian market of biofuels, in particular pellets from straw, which is characterized by stable growth.

Proposal for opening their own representation of "Bioenerhopartner" abroad, in our opinion, is reasonable, as having its own representative in the country to which exported products, the company can easily establish new contacts, find distributors and customers, and work with existing customers is more operational and efficient. Having offices abroad - a significant relief of finding new partners, prompt the necessary information for effective business and contracts (agreements).

In terms of entering new foreign markets for “Bioenerhopartner” can offer greater use of new information and communication technologies as an effective electronic tool WEB-promotion and branding, as well as of direct email contact with customers and sales of products. The use of modern information and communication technology allows you to actually get close to consumers and increase the effectiveness of the various stages of product distribution, from processing orders, shipping products to customers to stimulate sales organization.

Based on the fundamental purpose of forming and effective use of information and communication technologies to LLC "Bioenerhopartner" is defined by its structure, which is primarily able to provide problem-solving business enterprise and its sustainable competitive advantage in the market environment.The specificity of the LLC "Bioenerhopartner" causes implement

appropriate strategic oriented architectures Computer networks and telecommunications, which are strong technical base for the rapid and qualitative information dissemination and communication.

International and domestic science offers a sufficiently large number of innovative developments in information and communication systems from the latest releases of software professional to modern electronic instruments of interactive communications and e-commerce on the Internet [10, 16, 9].

Grounded concept implementation of electronic information and communication systems for ”Bioenerhopartner” is entirely new architectural approaches, the implementation of which allows you to instantly respond to customer requests and ensure the provision of quality consulting services tailored to the individual approach. This will enable the company to increase the efficiency of business activities in domestic and overseas markets through: operational handling professionals in an increasingly information transparency of their work, the active use of information resources and intellectual capacity, which will with less effort and funds to achieve defined business goals and strategies.

Active use of information and communication technology has a positive effect on increasing yield and profitability of enterprise by reducing production costs and expenses, the implementation of the through electronic planning a permanent control of electronic business transactions based on information and communication technologies, as well as contributes significantly reduce transaction costs, the efficiency of production and sales [7, 9, 5].

At each step of the business of the company in the domestic and foreign markets ICTs helps professionals to quickly work with electronic information, electronic databases and models as well as OJ simplify access to information resources sharing local and global networks [4, 11, 14].

Calculations of the proposed project by the use of "Bioenerhopartner" advanced electronic information and communication technologies in the German market will contribute to the growth in net income (revenue) from sales on a 19.9% increase profitability performance and profitability in line at 5.19% and 6.34%.

Conclusions and recommendations for further research. Successful performance on domestic and foreign markets depends on its level of adaptation to the market environment and the level of use of modern marketing tools achieve leadership position in the competition.

The growing competition among businesses has conventional "pressure" on the business activities of the company, which makes the application of appropriate marketing tools and resources for study and selection of priority activities for domestic and foreign markets.

The mission and goals of the business of the company to new overseas markets determine the system of marketing tools that focus on increasing the share of products on the domestic and foreign markets, expanding channels and product markets, and the use of new information and communication technologies

References

1. Армстронг, Г. Маркетинг: учебник /Г.Армстронг, Ф.Котлер. – Пер. с англ. – М.: «Вильямс», 2001. – 608 с.
2. Джоббер, Д. Принципы и практика маркетинга /Д.Джоббер. – Пер. с англ. – М.: «Вильямс», 2000. – 679 с.
3. Державна митна служба України [Електронний ресурс]. – Режим доступу: URL: http: //arc. customs. gov. ua/dmsu/control.
4. Тардаскіна, Т.М. Електронна комерція: навч. посібн. /Т.М.Тардаскіна, Є.М.Стрельчук, Ю.В.Терешко. – О.: ОНАЗ, 2011. – 120 с.
5. Литовченко, І.Л. Методологічні аспекти Інтернет-маркетингу: монографія /І.Л.Литовченко. – К.: Наукова думка, 2009. – 196 с.
6. Новошинська, Л.В. Міжнародний маркетинг: навч. посібн. /Л.В.Новошинська. – К.: Центр навч. літер-ри, 2004. – 176 с.
7. Оліферов, О.В. Інформаційні системи і технології підприємства /О.В.Оліферов, Н.М.Спіцина, Т.В. Шабельник. – Донецьк: Дон НУЕТ, 2010.

8. Організація комерційної діяльності підприємства [Електронний ресурс]. – Режим доступу: URL: http: //bukvar.su./jekonomi/206091 – Organizaciya – kommercheskoij – deyatelnosti – na – predpriyatii. Html.
9. Прохорова, М.В. Организация работы интернет-магазина /М.В.Прохорова, А.Л.Коданина. – М.: Дашков и К°, 2012. – 253 с.
10. Радкевич, Л.А. Стратегія розвитку Інтернет-торгівлі торгової мережі на ринку: монографія /Л.А.Радкевич, І.А.Луговська, О.В.Кужилева, М.М.Матвієнко. – Донецьк: ДонНУЕТ, 2010. – 248 с.
11. Родіонов, О.В. Бренд підприємства: формування, діагностика, розвиток: монографія /О.В.Родіонов. – Луганск: Ноулідж, 2012. – 269 с.
12. Старостіна, А.О. Маркетинг: підручник /А.О.Старостіна, Н.П.Гончарова. – К.: Знання, 2010. – 1071 с.
13. Тверде біопаливо [Електронний ресурс]. – Режим доступу: URL: http: //bio.ukrbio.com/ua/news/12499/
14. Щедріна, О.І. Інтернет-технології в бізнесі: навч. посібн. /О.І.Щедріна, М.М.Агутін. – К.: КНЕУ, 2012. – 303 с.
15. Швець, І.Ю. Формування системи інфраструктури ринку: монографія /І.Ю.Швець, Ю.Ю.Швець. – Сімферопіль: Фєнікс, 2012. – 235 с.
16. Юдін, О.М. Системи електронної комерції: монографія. /О.М.Юдін, М.В.Макарова, Р.М.Лавренюк. – Полтава: РВВ ПУЕТ, 2011. – 201 с.

Исследован механизм расширения каналов и рынков сбыта продукции предприятия в процессе выхода предприятия на новые зарубежные рынки стран Европы.

Каналы сбыта продукции, зарубежные рынки, маркетинговые инструменты, биотопливо, рынки сбыта продукции.

The article dedicated to research of enterprise marketing tools application from new abroad markets.

Product sale channels, foreign markets, marketing tools, bagful, product sale markets.

THE MANAGEMENT OF ECOLOGICAL COMPONENT OF USING OF NATURAL RESOURCES IN AGRICULTURE

Sokol L.M., Ph D in Economy

Researches are devoted to the enrichment of theoretical knowledge in the field of the management of ecological component of land resources using in agriculture. The state of land resources in agriculture is explored and the efficiency of management system is analyzed. The new management approach to the using of land resources is proposed and the ways for implementation of organizational and economical mechanisms of management are proposed.

Management, ecological part, agricultural land resources using, agricultural production, sustainable development, organizational and economical mechanisms, ecological payments.

Problem's statement. The environmental crisis was the result of large-scale development and unsustainable natural resources using has led to the emergence of environmental management as an important state ecological functions was aimed at harmonizing the relationships between society and nature.

Today Ukraine has unsatisfactory environmental condition of land resources and depletion of natural objects by extensive farming. Therefore, special attention should be paid for introducing sustainability into the organization managing the environmental component in agriculture.

The control system of the environmental component in agricultural land using needs improving organizational and economic mechanism. A topical issue are: excessive centralization of the administrative-territorial division, the absence of the concept of strategic management principles for sustainable ecological and economic development based on stringent standards and norms of acceptable load agroindustrial production on land.

Analysis of recent research and publications. Theoretical, methodological, methodical and practical aspects of land management highlighted in such scientists: V.M. Budzyak, V.G. Vyun, O.N. Harkusha, V. Gorlachuk, N.V.

Hrebeniuk, D.M Demchenko, D.S. Dobryak, J.M. Dorosh, N.V. Cousin, M.F. Kropyvko, V. Melnichenko, A.L. Nowakowski, L. Palamarchuck, I.N. Peschanska, P.T. Sabluk, A.G. Tikhonov, A.N. Tretiak, L.A. Shashula and other researchers.

Research aim. Grounding of improving measures the organizational and economical management of the environmental component of agricultural land resources using.

The main researches. Among the views of local scientists are different interpretations of essentially land using management. For examples, V.V. Gorlachuk, O.N. Harkusha, V.G. Vyun and other authors give the following definition: “Land Management - activities aimed at achieving this goal ...” [4, P.6]. Tretiak A.M., O.S. Dorosh note that ”management - a set of relationships between the elements of the management system, aimed at the sustainable use of land resources” [3, P.52].

International organizations in land management interpret this concept the process of determining, recording and use of information on ownership, use and value of land, who provides policy on land use [5].

The author believes that the management of the environmental component of agricultural land - a system of environmental management and sustainable using of land as a means of agricultural production, which is characterized by a set of events and functions that allow you to maintain the characteristic parameters of land resources in space and time. Therefore, the basic ecological land using management functions include: ensuring the sustainable land resources using, streamlining agrosphere, regulation of quality agricultural products, software troubleshooting negative impact on the land, their recovery and rehabilitation.

Organizational- economic mechanism of the environmental component of the agricultural land is a system of interrelated organizational, legal and economic forms and methods of administration management, restoration and protection of land resources (Figure 1).

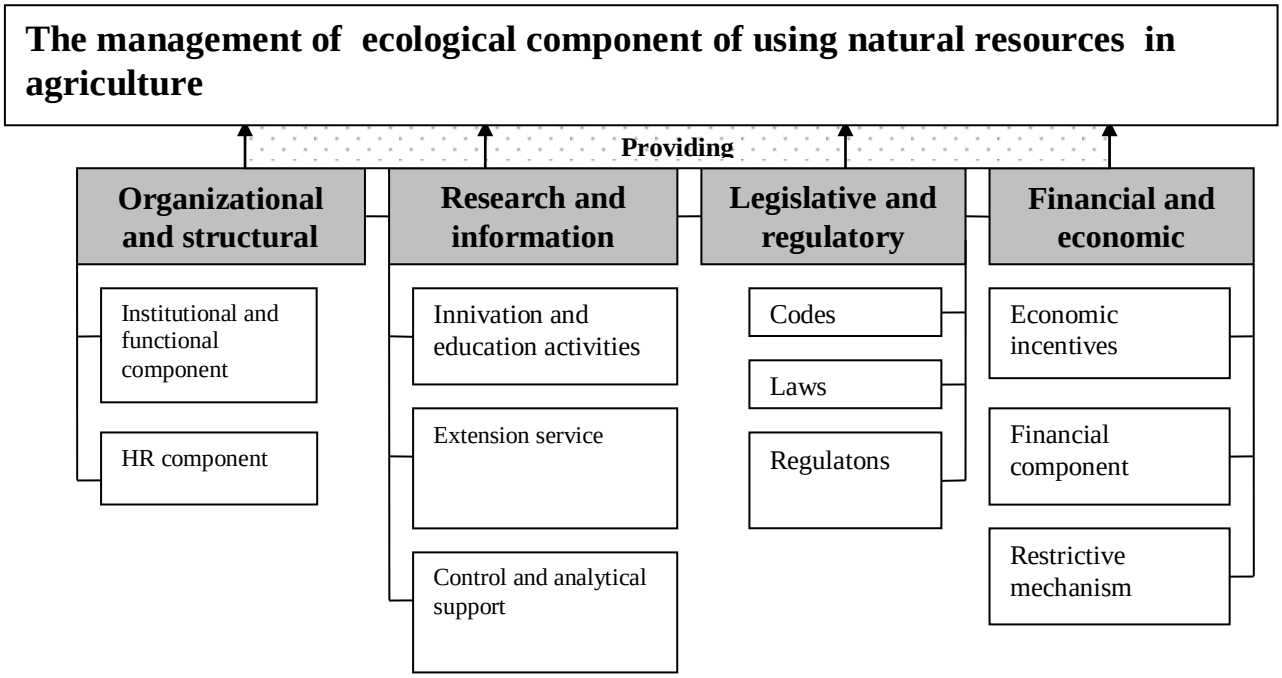


Figure. 1. Providing organizational and economic mechanism of the environmental component of agricultural nature.

Characteristics of the main economic and environmental performance of agriculture, as an example of the Kiev region, has allowed to define the basic problems of land use:

- High level of cultivated agricultural land (81%) and the inefficient use of high biopotential fertile land;

- Growth in gross fees crops is due to an increase in acreage export - oriented consumption (over the past decade sown area under cereals increased by 5.5%, yield - 33 , sown area under sunflower has tripled productivity - 59 %);

- The profitability of crop production is low, which in 2010 amounted to 25.2 % (in particular for grain figure was 26.6, and the production of sugar beet was flawed: -0.7 %). This entity does not provide even simple reproduction of the means of agricultural production;

- Reducing the maintenance of the population of basic foodstuffs (in 2010 compared with 2008 production of crops and livestock has decreased by an average of 3% , while the grain - 23.2 %, vegetables - 11.4 %);

- Unjustified use of plant protection products, fertilizers, on the one hand increases the yield of crops and other natural degrades soil properties (total area of

cultivated land on which pesticides were used in 2010 was 527.6 thousand hectares (or 48 %);

- Fertile soil condition and its natural structure is deteriorating from water and wind erosion;

- Significant levels of contamination of agricultural land in the region radionuclides from the Chernobyl disaster, and more.

The dynamics of the financial costs of protection, rational use and restoration of soil and water resources, and the amount of environmental pollution charges Natural Resources, the example of the Kiev region are shown in the table. Dynamics of the ratio of the amount of pollution charges to the cost of remedial measures evidence of an imbalance between these parameters (tabl.1).

The dynamics of the financial costs of protection, rational use and restoration of soil and water resources and the amount of payments for environmental pollution of natural resources in the Kiev region by year

Indicators	**Years**					**2010 year to 2005 year,%**
	2005	**2007**	**2008**	**2009**	**2010**	
Financial (ecological) costs of protection, rational use and reconstitution of soil and water resources, thousand gryvnas	2172,0	11931,9	37680,6	13116,5	30485,2	1403,6
Including: - capital investment	16,4	10125,1	30727,6	1146,1	16414,3	100087,2
- operating costs	2155,6	1806,8	6953,0	11970,4	14070,9	652,8
Ecological taxes for pollution of land and water resources, thousand gryvnas:	1729,8	4345,1	7301,8	10034,2	10562,5	610,6
Including: - land resources	1483,2	3335,7	6047,8	8981,9	9410,5	634,5
- water resources	246,6	1009,4	1254,0	1052,3	1152,0	467,2
Ecological taxes to financial (ecological) costs	0,8	0,4	0,2	0,8	0,4	50,0

As a result of forecasting the amount of fees for pollution of land and water resources by 2016 will increase by 74.5%, indicating that the high pressure of

economic activities on biological resources environmental balance. Current financial costs will increase by 73.6 percent.

Recommended measures improving organizational and economic mechanism of the environmental component of the agricultural nature management are shown in Fig. 2 and Fig. 3.

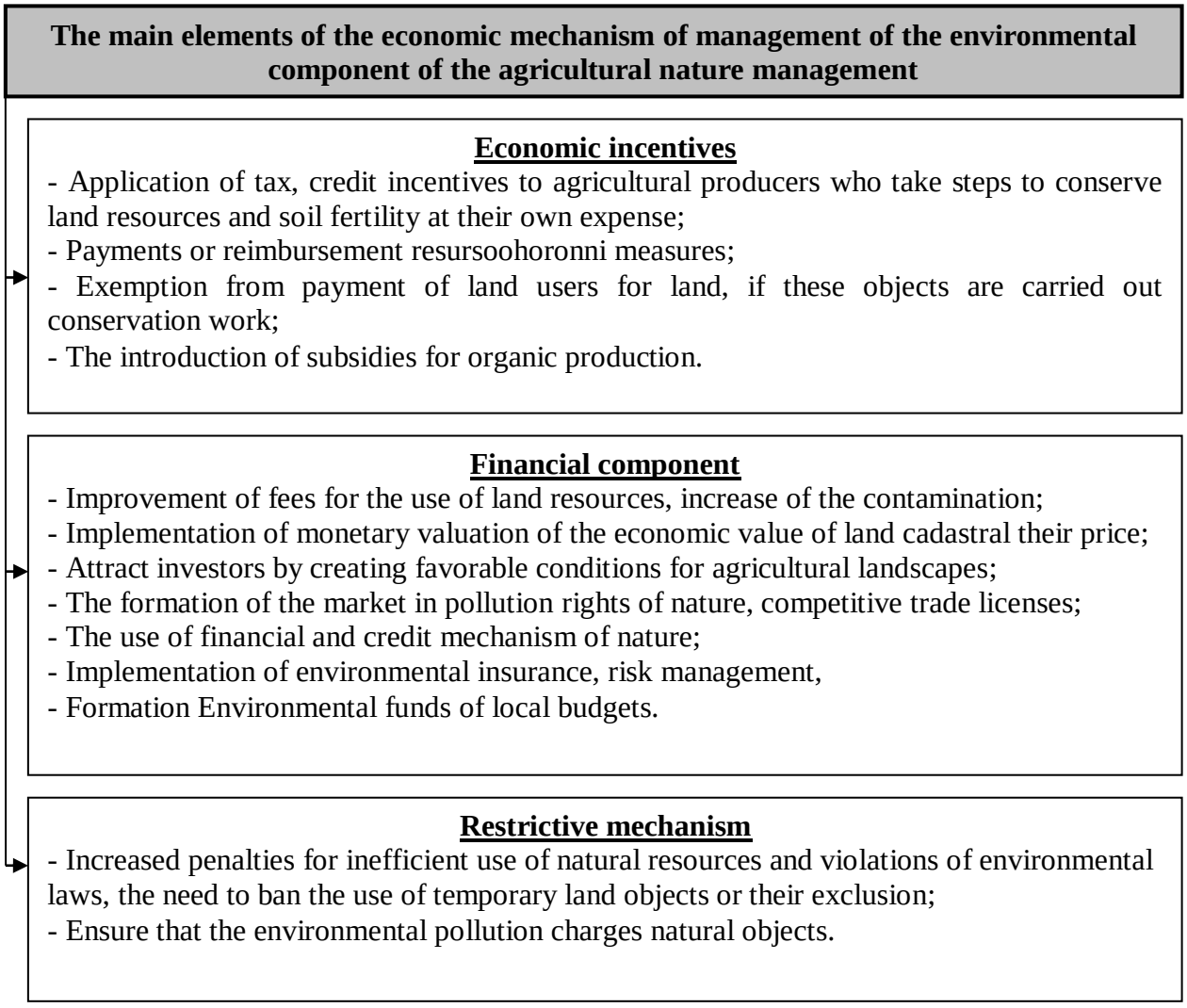


Figure. 2. Measures improving economic management mechanism

Achievements concept of sustainable agricultural land use needs improving institutional support . National Council for Sustainable Development under the Cabinet of Ministers of Ukraine [1] limited advisory functions are not driving integrating center for sustainable development. Therefore, the provisions of the National Council on the activities proposed to supplement functions such as strategic planning and development of the concept of sustainable development, monitoring the implementation of government policy on sustainable development

and sustainable land use, development of a uniform system of indicators of sustainable development.

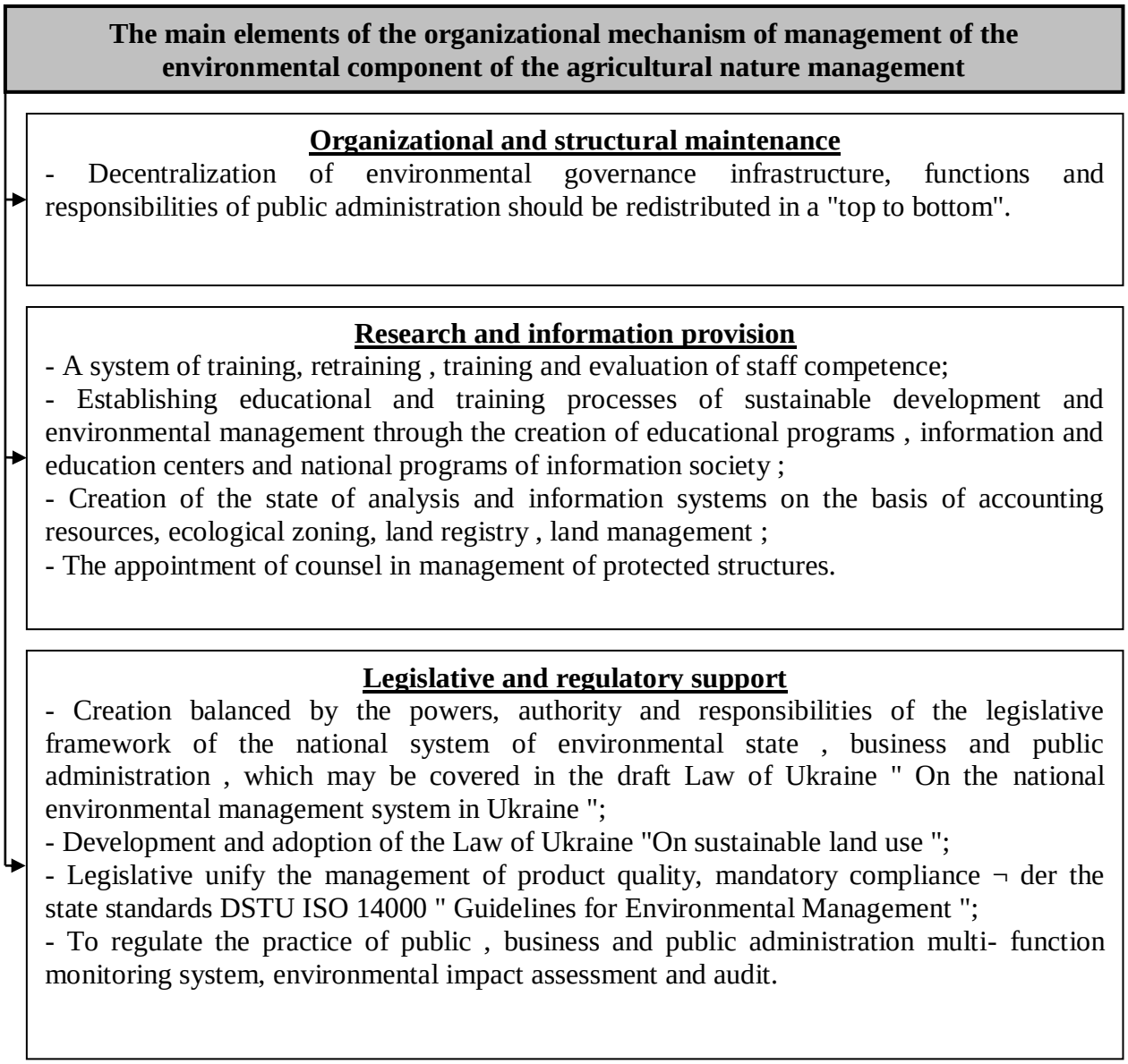


Figure. 3. Measures improving organizational management mechanism

Conclusions and recommendations for further research. In the current concept of National Environmental Policy of Ukraine for the period until 2020 are set out perfectly tools implement the goals and objectives of rationalizing land use, so this approach needs to be improved. The basis for achieving sustainable agricultural nature management has become a new method of taxation, which includes scientific and ecologically reasonable fee for land use and pollution charges. Regulatory policy should be based on hard approach on standards for the use, pollution, natural- resource potential and the quality of agricultural products.

The implementation of sustainable development principles in organizational management land use management concept requires significant transformation of ideological, political, economic, technical, technological, communication and information, and social spheres.

References

1. On the establishment of the National Council for Sustainable Development of Ukraine. Cabinet of Ministers of Ukraine of 16 September 2009 № 997 : Legislation Ukraine [electronic resource]. - Mode of access : http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi.
2. Statistical Yearbook of the Kyiv region in 2010 [ed. SI Kohanchyk]. - Kyiv: State Statistics Committee of Ukraine , Department of Statistics in Kyiv region , 2011. - 515 p.
3. Tretiak AM Land Management : teach. guidances . / A. Tretiak, O. Dorosh. - K.: LLC " TSZRU ", 2006. - 462 p.
4. Management of land use : a textbook / [VV Gorlachuk , ON Harkusha VG Vyun et al.], Ed. V. Gorlachuk . - Nikolaev : Type of " Ilium ", 2006. - 376 p.
5. Land Administration Guidelines, UN, ECE / WPLA, New York, Geneva, 1996. - P. 91

UDC 330.341.1

INNOVATIVE PERSPECTIVES biofuels in UKRAINE

Skripnichenko VA, Ph.D., assistant professor of innovation activities in agriculture. National University of Life and Environmental Sciences of Ukraine

Abstract. In the work the direction of the biofuels market , analyzed the problems of effective implementation of the State Programme on Renewable Energy, proven relevance for biofuels from crop material.

Keywords: energy resources , innovative development , scientific and technical policy, alternative fuels , biofuels.

Statement of the problem . Among the many problems that require immediate resolution , are important prospects for the development of bioenergy sector in Ukraine , namely the introduction of legal regulation of the production and consumption of biofuels , creating an efficient and transparent mechanism to stimulate the production and use of biofuels with proper supervision of the state, the widespread use of biofuels.

Analysis of the main research and publications. Among the many problems that require immediate resolution , are important prospects for biofuels in Ukraine , creating an efficient and transparent mechanism to stimulate the production and use of alternative fuels by the state. The problems of production and use of biofuels in Ukraine researching and researched many Ukrainian scientists , including: EA Buzovskyy VI Gavrish, VA Dubrovin, M.H.Lobas , GM Pidlisetskyy , MN Chornobaj et al. However, still scarcely explored the implementation of an effective state program for the development of renewable energy, in particular , the prospects for biofuel production , the creation of effective mechanisms and appropriate organizational and economic support biofuels market.

The purpose of the study. Development proposals on the prospects for biofuels in Ukraine.

The main material. Renewable energy sources in the future constitute a significant share of nuclear energy in the world. Today continue to develop events that pose challenges to civilization : exhausted traditional energy sources , increasing the cost of their acquisition , formed an excessive amount of organic waste , industrial, agricultural and domestic origin , intensely polluted environment. The fact that global production of renewable energy is growing and will continue to grow without any doubt. In many countries, booming production of fuel production from renewable resources.

Biofuels (born biofuels) - is a renewable source of energy. Biofuel is any fuel that containing at least 80% (by volume) of materials derived from living organisms. Biomass for energy can be used in the direct combustion of wood, straw, sapropel (organic sediment) as well as in processed form as a liquid (esters of rapeseed oil, alcohol) or gaseous (biogas - gas mixture, the main component of which is methane) fuel .

According to Directive 2003/30/EU of the European Parliament distinguish the following types of liquid biofuels:● " Biodiesel ": methyl (ethyl) esters of fatty acids produced from vegetable oils or animal fats.
● " bioethanol" : ethanol producible from biomass.
● " Pure vegetable oil ": vegetable oil produced from oil plants through pressing species or extraction.
The development of renewable energy - especially wind, water, solar energy and biomass - should be the main aim of the energy policy of Ukraine. For this there are several reasons:
● Renewable energy plays an important role in reducing emissions of carbon dioxide (CO2).

● Increasing the share of renewable energy helps to ensure energy security by reducing Ukraine's dependence on energy imported .
● In the future, renewable energy will become economically competitive compared to traditional sources used today.
● Introduction of renewable energy contributing to the development of agro-industrial sector, helping to create new jobs.

In recent years, energy has become an integral part of the global energy system. For example , management by U.S. Energy Information Administration (EIA) reported that by 2015 the share of biofuels will account for about 2.3 % of the total fuel consumption in the world , and by 2030 this figure will be brought to 3.5%. By 2015 the proportion of biodiesel in the structure of fuel consumed in the EU reached 10%. The U.S. and the EU argue that if developed countries abandon plans of introducing biofuels , rising oil and gas prices is inevitable. [5]

Depending on the region of the world for energy purposes using different culture. In the U.S., widespread recognition to corn and soybeans in Europe - rapeseed, soybean, flax , corn, grain , sugar beets , Brazil - sugar cane, in Southeast Asia - palm oil, China - soybean, sorghum crops and fast-growing tree plants.

Legislative support the development of alternative energy in Ukraine was founded in 1996 when the Parliament adopted the National Energy Programme for the period up to 2010, which was predicted by covering 10 % of the national economy in energy from alternative and renewable sources of energy. Then there were the Law of Ukraine "On Alternative Liquid and Gaseous Fuels " (№ 391 - XIV of 04.01.2000) and " alternative energy " (As amended by the Law N 601 - VI (601-17) of 25.09 .2008 , BD , 2009 , N 13, st.155) (№ 555 -IV, of 20.02.2003), but financial incentives and support mechanisms for producers and consumers of renewable energy there were no .

Prospects for the development of biofuel production depend on many factors that may differently affect production. Each country has its own characteristics bioenergy . The most important of these problems for Ukraine are the following:
- Availability of appropriate legal and regulatory framework for the development of biofuels ;
- The ability to ensure the production of biofuel feedstock ;
- The amount of land resources and the suitability of agro-climatic conditions for the cultivation of raw material ;
- The state of the economy and the ability to provide financial support for the production of biofuels (giving credit and tax incentives, subsidies);
- Degree of favorable investment climate (stable political situation , the level of investment protection , etc.). [6 , p.1 -2]

Ukraine is a country enerhodefitsytnyh - its own energy supply does not exceed 30 %. Because Ukraine is doomed to use a biofuel that will allow to improve the environmental situation , enhance energy independence of Ukraine and create a vision for agriculture.

In Ukraine, annually uses about 200 million tons of fuel equivalent , of which only 80 million tons of domestic production from natural sources . In this situation, an important energy source can be a biofuel. Bioenergy development is very important for Ukraine , with its significant potential local fuel available for energy - biomass to 24 million tce . / Year.

One of the promising areas of unconventional energy in Ukraine is using fitodyzelya and phytomass . It is known that oilseeds (canola , wild turnip , mustard, flax and oil radish , safflower , chufy , false flax) is one of the most promising sources of alternative fuel - biodiesel. In Ukraine, the planned expansion in the crops of rape receive 9 million tons of rapeseed , which can provide up to 3 million tons of biodiesel. The annual surplus of straw and stems of major crops is

15-20 million tons, that is equivalent to the energy point of view of 7.3 million tons of fuel. [7]

In Ukraine, for agricultural operations each year to about 1,870 tonnes of diesel fuel and 620 tons of gasoline. To produce this amount of fuel used by about 4.5 million tons of oil, which is mostly imported. Thus the need to reduce dependence on imported oil by providing agricultural producers biofuels produced from biomass. In countries such as Germany, France , Austria , the Czech Republic , the United States is used to grow rapeseed 10-14 percent of arable land. In the competitiveness of biodiesel compared to petroleum diesel oil price plays a crucial role. The higher the price of diesel oil , the more effective without subsidies and tax incentives , biodiesel competes directly with conventional diesel.

1. Programme of ethanol in the world

Brazil	Compulsory supplement of 25% ethanol in the fuel. Tax breaks for ethanol producers
Argentina	Compulsory supplement of 5% ethanol in the next 5 years
Thailand	All gasoline sold in Bangkok must contain 10% ethanol
India	Compulsory supplement of 5% ethanol in fuel
Australia	Voluntary addition of 10% ethanol in all gasoline .
UK	Subsidies for ethanol producers at the rate of 36 cents for US 1 liter
EU	Content in fuel ethanol 2% in 2005 with an increase in the content to 5.75% in 2010.
Canada	Regional tax incentives for ethanol producers in 1992 fate.

* Source: http://www.rosbalt.ru/2008/05/29/488934.html

For example, in Ukraine rapeseed crop area is constantly growing and now it is 1.8 million ha, and the total yield - almost 3 million tons of seeds. Sunflower

acreage increased to 4.2 million hectares of corn crops were more than 2.5 million hectares of soybean crops - more than 550 hectares of sugar beet - almost 400 thousand ha.v capacity for processing oilseeds up over 7 million tons of seed for the production of alcohol is 88 distilleries that a year can produce over 30 million tons of ethanol. [3, p.30- 34]

European scholars and practitioners actively working on the creation of new technologies and equipment for the production and use in rural areas of all types of biofuels : solid (pellets , granules, briquetting presses and boilers for use), gas (biogas), liquid (biodiesel).

The use of biomass and biofuels can help in meeting a number of important environmental problems. First, it is a condition of air pollution by harmful substances and exhaust flue gases. Secondly, it is a large amount of greenhouse gases - carbon dioxide , methane and others. Biomass is a renewable , environmentally friendly fuel, provided sustainable production and use . As biomass is CO2- neutral fuel, its use does not lead to the global greenhouse effect. The implementation of bioenergy projects under the Kyoto Protocol is an effective way to reduce greenhouse gas emissions. Given the current energy and environmental situation , Ukraine should immediately proceed to the widespread introduction of bioenergy technologies and the use of all types of biofuels - solid, liquid and gas .

Agro-industrial production in Ukraine has significant potential biomass available for energy production. The main components of the potential are agricultural residues and energy crops. The agricultural residues biggest economic potential of sunflower production waste (stalks , husks), followed by the production of waste corn (stalks , leaves , ears) . Straw of cereals and oilseed rape straw occupy third and fourth places , respectively.

In many regions of Ukraine 's own use of solid biofuels more appropriate than coal or oil , as produced from local raw energy costs 2-4 times cheaper and does not require significant transportation costs of shipping. The use of solid biofuels are as straw pellets, granules, zrubok and agricultural waste . Currently , new boilers for straw and other solid biofuels installed in 17 villages of Vinnitsa , Kiev , Sumy, Rivne, Volyn , and Cherkassy regions which provide the warmth of the production facilities (livestock farms, poultry) and social facilities - schools hospitals, kindergartens. With 14 plants Oilseeds boilers converted to burning husk thereby saved 152 million m3 of gas. Last year, the oil and fat industry is used for combustion in industrial boilers sunflower husks of up to 500 tons. In addition, about 120 tons of husk annually granulated and sold for export and population. [1]

An important factor is the quality of solid biofuel technology to prepare biomass burning. It causes structural and technological performance of heating equipment , significantly affect the economic performance of his work. Particular attention should be paid to the choice of technologies and equipment for energy production of solid biomass that determine the magnitude of capital expenditures. For the manufacture of various types of solid biofuels from wood waste developed industrial technology. For example, utilization of sawdust, shavings, dust and other residues of the wood raw material industry first dried to a standard moisture level , and then granulated. Granular biofuels from biomass - one of the most suitable for automated combustion process . Its stored in special bins from which transported directly to the power plant . The whole process of moving granules can be done without manual labor.

Biomass burning is the easiest way to obtain energy. In many cases, this method is considered the most economical . Chemically understanding of combustion is the conversion of all organic materials to carbon dioxide and water in the presence of oxygen (usually atmospheric). Very large heterogeneity of

biomass in terms of chemical composition and physical properties, causes some difficulties in the process of combustion and emission components, which are by-products of the process.
The results of the development problems of the energy use of biomass from plant matter embodied in the new generation of heating devices with the optimal mode efficiency ranging from 80 to 90%.

In NUBiP Ukraine in cooperation with Czech colleagues developed and started production in Mogilev- Podolsk Machine-Building Plant boilers machines and pyrolysis boiler capacity of 25 , 50 and 100 kW, which run on biofuel. In typical structural and technological solutions boilers automatic metering function performed augers governed by the default program. Effective use of boilers for solid biofuels due to-date training materials technology , automatic control systems and special combustion (ceramic) materials combustion chambers . [1]

Distribution acquire heat generators that run on straw bales with dimensions up to 2,4 x1, 2x1, 3m or rolls up to 2 m in diameter.
Plant " Brig " located in Pervomaisk Mykolayiv region , produces heat generators for drying grain and seed crops through heated to 60-90 0 C air during combustion of biomass (straw bales and rolls , firewood , wood chips , pellets, rods corn , etc . etc).

As for the production and use of liquid biofuels , the constant rise in prices for traditional fossil fuel resources require finding alternative energy sources for vehicles. Now the world is realized on an industrial scale production of two types of liquid biofuels: biodiesel , with calorific value of 37.5 MJ / kg and bioethanol - 26,9-27,2 MJ / kg. Biodiesel (biodiesel) - methyl and / or ethyl esters of higher organic acids derived from renewable lipid materials that are used as biofuel. Bioethanol - dehydrated ethanol produced from biomass and / or waste parts that

are subjected to biodegradation . Bioethanol is designed to be used as biofuel or as additives to conventional fuels.

Supported by the Ministry of Agrarian Policy of Ukraine , other agencies and organizations under construction and reconstruction of a number of facilities for the production of biodiesel, bioethanol, biogas. In particular, in accordance with the Programme for biodiesel production in Ukraine already are about 50 agricultural enterprises that can produce up to 25 thousand tons biodiesel , mainly for their own needs. [2]

Planned and construction of large power plants . In particular, in the Donetsk region drafted the construction of biodiesel plant with a capacity of 300 thousand tons per year with a focus on sales as the domestic market and for export. Company "Biofuels skirts" in cooperation with the Czech bank introduces an investment project for the reconstruction of Kamenetz -Podolsk sugar factory for the production of 75 thousand tons of biodiesel per year. The first stages of the project, involving the creation of resource areas and the purchase of equipment for processing seed oil and biofuels are implemented.

The scientists NUBiP Ukraine developed technology to produce biodiesel from several oilseeds. Based on the research projects developed lines of biodiesel production from 300 to 10,000 tons / year. In the modular configuration of line technology with the " cold " method of pressing oil can be effectively used in the production of 30,000 tons / year of biodiesel . At a more powerful (industrial) plants produce oil for oil production regulations extraction plants . Together with domestic Instrument Co., Ltd. including " TAN " from Chernihiova proposed appropriate equipment processing lines (with cleaning biodiesel to European standards).

The construction of a pilot plant to produce biodiesel educational and scientific purposes. in teaching and research farm NUBiP Ukraine " Agronomic Research Station ".

Together with the fact there are difficulties to implement agricultural biogas plants. This is in particular high initial investment costs , low credit activity in the agricultural sector , the need to obtain a license for the production of biogas , the absence of typical regulatory documents for the design , construction and operation of biogas plants and more. The legal issue is the lack of construction standards for biogas reactors.

Conclusions and recommendations for further research. Given the above, we note that the promising solution to the problem areas of biofuel production in Ukraine are as follows:

-promoting domestic production and consumption (support biofuel production and consumption through tax reliefs);

-promotion of biofuels in Ukraine for export (introducing subsidies for biofuel production to reduce production costs and establishing export restrictions);

-provision of the law of the " green " tariff in practice , strengthening environmental policies , in particular on farms ;

-effective implementation of the State Programme on renewable energy , including biogas technology.

References

1. Bioenergy in Ukraine (creation of new facilities, production and use of biofuels) / VA Dubrovin, MD Melnychuk, YF Miller and others - Kyiv, Ukraine NUBiP , 209 - 108 p.

2.Biopalyva (technology, machinery, equipment) / V.O.Dubrovin , M.O.Korchemnyy , I.P.Maslo and others - K.: TSTI "Power and Electrification ", 2004. - 256 p.

3.Ivanna Grynyuk " Bioenergy : Past, Present and Future" / / Journal " Agrosector ." - 2009. - № 1. - P.30 -34.
4. Energy Strategy of Ukraine till 2030 Website of the Ministry of Fuel and Energy of Ukraine .
5.http :/ / www.newsru.ua/finance/16may2008/bio.html
6.http :/ / www.un.org.ua / brc / ua_wdp_src / Problems% 20of% 20biodiesel% 26.03.2009/20production.pdf / Kobets MI Problematic issues of biodiesel production in Ukraine .
7.http://www.biofuel.nas.gov.ua/BIOFUELPROGRAM/PROJECTS/1/Pages/10.04.2009/condition.aspx

«GREEN» GDP as INDICATORS of SUSTAINABLE DEVELOPMENT

Sokol L.M., Ph D in Economy

Researches are summarizes ttheoretical knowledge in the sustainable development indicators. The analysis of the dynamics of "green" GDP, GDP loss of capacity from pollution, the proportion of expenditure on environmental protection measures in relation to GDP.

Sustainable development, «green» GDP, economic losses, environmental fees, costs. indicator.

Statement of the problem. The concept of sustainable development based on principles of interaction between society and nature and provides for the harmonization of economic and social development and environmental protection.

The essence of sustainable development is mandatory coordination of economic, environmental and human development, that from generation to generation, not decreasing the quality and safety of people's lives, the environment is not adversely affected and there was social progress which recognizes the problems and interests of each person [2, P. 9].

Management of sustainable development requires the development and use of indicators of sustainable development programs developed for correction, for evaluating the effectiveness of the use of and achieved goals.

Analysis of recent research and publications. Develop indicative of sustainable development, including environmental correction of gross domestic product devoted to the study of many domestic and foreign scholars. Among them, E. Zander, VP Zlodyeyev, J. Mihaelson, N. Marx, I.S Pyzhev, V. Pidlisniuk J. Stiglitz , A. Shin , S. Thompson, B. Shiva and other researchers.

The aim - to study the environmental merits of indicators of sustainable development, analysis of changes in economic losses in the structure produced national product.

The main material. Indicators of sustainable development can be seen at different hierarchical levels - global, national , regional, local, industry and so on.

And existing indicators have not received general acceptance in the world and are discussion. The key is global indicators, which can be divided into three main groups : economic, social and environmental.

The main economic indicators of development and progress belongs volume of gross domestic product (GDP) per capita, reflecting the well-being of the population. Vandana Shiva (Vandana Shiva) in his study concluded that economic growth overshadowed a poverty that he creates through destruction of nature, which in turn leads to nations that are not able to support themselves. Therefore, the GDP growth rate reflects the transformation of nature into money, and the planet - the raw material [6].

International organizations of the United Nations developed a method of estimating human development that takes into account GDP per capita, life expectancy, education, literacy.

A common indicator of sustainable development indicator "green" GDP (Green GDP, Environmentally-Adjusted Domestic Product, Eco-Domestic Product), which takes into account environmental factors. The general approach to determining the economic nature of this indicator is to correcting social product based on changes in environmental assets, resources and benefits:

“Green” GDP - GDP = □ L,

“Green” GDP □ - gross domestic product, mln. grivnas;

□ GDP - gross domestic product, mln. grivnas;

L – economic losses from environmental pollution, mln. grivnas.

Economic losses from environmental pollution can be considered as the sum of environmental taxes and penalties for violations of environmental laws, as well as costs of environmental protection . Environmental charges include energy taxes, pollution charges, charges for waste disposal, transportation taxes, a tax on emissions of substances and more.

"Green" GDP should expect per capita in order to take account of the social component of achieving sustainable development.

Scientists propose to supplement the "green" GDP figures such as "capacity loss" GDP (the value of economic damage caused by pollution per unit of GDP) and the share of spending on environmental measures (total environmental costs relative to GDP) [3].

The table below shows the dynamics of indicators of sustainable development, taking into account the environmental dimension GDP in Ukraine in 2007 - 2012 years.

Dynamics of indicators of sustainable development

Indicators	**Years**						**2012 to 2007, %**
	2007	**2008**	**2009**	**2010**	**2011**	**2012**	
GDP, *mln.grivnas*	720731	948056	913345	1082569	1302079	1408889	195,5
Population, *mln. person*	46,6	46,4	46,1	46,0	45,8	45,6	97,9
Environmental taxes, *mln.grivnas*	575,1	1071,4	1209,7	1508,7	2106,6	2047,9	356,1
Costs of environmental, *mln.grivnas.:*	9691,0	12176,0	11073,4	13128,1	18490,4	20514,0	211,7
- operating costs	6610,3	8444,6	8032,7	10366,6	12039,4	13924,7	210,7
- capital investment	3080,7	3731,4	3040,7	2761,5	6451,0	6589,3	213,9
Economic losses from pollution environmental, *mln.grivnas*	10266,1	13247,4	12283,1	14636,8	20597,0	22561,9	219,8
«Greenй» GDP, *mln.grivnas*	710464,9	934808,6	901061,9	1067932,2	1281482,0	1386327,1	195,1
The share of "green" GDP relative to GDP, *%*	1,43	1,40	1,34	1,35	1,58	1,60	+0,17
"Green" GDP per capita, *mln.grivnas*	15246,0	20146,7	19786,0	23215,9	27980,0	30401,9	199,4
Capacity GDP damage from pollution environmental, *mln.grivnas.*	0,0008	0,0011	0,0013	0,0014	0,0016	0,0015	187,5
The share of environmental protection measures in relation to GDP,%	1,35	1,28	1,21	1,21	1,42	1,46	+0,11

Calculated according to the State Statistics Service of Ukraine [1, 4].

The obtained data show an increase in the volume of gross domestic product for the last 6 years almost doubled. At the same time, the "green" GDP and GDP losses from the capacity of environmental pollution also increased almost twofold, indicating a direct proportional relationship of these indicators, the constant strain on the environment and the constant tedious methods. The share of environmental measures with respect to GDP also increased by 0.11 percentage points.

It should be noted that according to many researchers, GDP should consider the economic damages from environmental pollution in several stages: when the pollution and when wound up, if it has a negative impact on health and cost when stimulated greening production technologies.

Development indicative of sustainable development is reflected in the research of the Nobel Prize in economics Joseph Stiglitz (Joseph Stiglitz) and Amartya Sin (Amartya Sen), who found that GDP does not reflect the real conditions of life and called for the creation of other tools to evaluate well-being of nations. That's why in some countries to evaluate progress instead of GDP put into circulation an indicator such as " Gross National Happiness " [6].

Gross National Happiness Holistic measure quality of life, which includes psychological and moral values , as opposed to the gross national product.

At the same time, in 2006, the New Economics Foundation was offered an important indicator of sustainable development, reflecting the well-being of people and the environment in different countries Happy Planet Index.

To calculate the index using three indicators: subjective life satisfaction people, life expectancy and so -called "ecological footprin".

First international index of happiness was designed in 2006, it included 178 countries. Calculation was performed for the second time in 2009, it included 143 countries. According to published data, Ukraine ranked 174 (22.21) and 95 (38.10) places, respectively [5].

Conclusions and recommendations for further research. To achieve sustainable development should be applied entirely new or improve existing indicators that would reflect socio-ecological and economic indicators of development and reliable assessment of the effects. Such a system should adapt indicative and corrected at various territorial levels, from local to international, and its main economic substance should be the quality of life and well-being of the population.

Common sense should take into account the economic state of the capital in the macroeconomic analysis of the gross national product to improve the reliability of environmental and economic efficiency of economic activities of the country.

Stepasyuk LM , PhD in Economics,
Titenko ZM, aspirant

YAKIST L MILK CONTEXT OF EUROPEAN STANDARDS

Background research. In a market economy the main task facing producers is to ensure the competitiveness of products produced. Under conditions of increased competition in leading positions are only those companies that are capable of continuous updating production technology, innovation, continuous improvement of the quality and characteristics of products.

Milk and dairy products are an essential part of the human diet, according to scientifically based nutrition standards , it should consume an average of 380 kg (in terms of milk) milk and milk products, including 120 kg of milk fresh. In addition to quantitative market saturation, it is also important to provide adequate, appropriate quality dairy products that can not be done without improving the quality of primary raw material - milk.

Analysis of recent research. Research on quality improvement issues devoted to the works of famous domestic and foreign economists as J. Adler , G. Azhaldova, G. Azoyeva, L. Badalova, P. Kalita, S. Grigoriev, E. Okrepilova, P. Orlov, and Feigenbaum. Coverage of the quality and efficiency of milk production is in farms also given an important place, which was confirmed by the presence of scientific papers such domestic scholars as V. Boyko, V. Zymovtsya, M. Il'chuk, M. Kalinchyka, S. Kamilov, P. Sabluk, A. thorn and others. However, given the existence of the problem and now, further research is necessary and urgent.

The purpose of the article - is the analysis and study to improve the quality of milk and dairy farms in the Poltava region.

The main material. The modern market economy poses fundamentally different requirements for quality of products . Ukrainian milk quality standards are much lower than the world. Analysis current level of harmonization of standards in the field of agribusiness shows that in rural identified to ISO 53% of existing standards in the food and processing industries, only 28%. Thus, the 54 existing standards only 23 identified the requirements of ISO. Of this group of

products meeting international quality requirements: milk cow drinking with his purchase, cheese products, yogurt, sour cream, canned milk and so on. Lack of harmonized standards for shelf life, specifications harvesting of milk, including baby food, methods of determining body fat, water purity, microbiological analysis and others [1 , 249].

One of the main indicators for assessing the quality of raw milk is the density, which allows to evaluate the naturalness of milk. Thus, in the case of falsification of milk water density decreases (each 10 % added water cause a decrease in the average density of 3 kg/m3), by skimming or dilute milk skim milk density increases [2, 37].

Table 1

Comparison of parameters of milk quality indicators Ukrainian and European standards

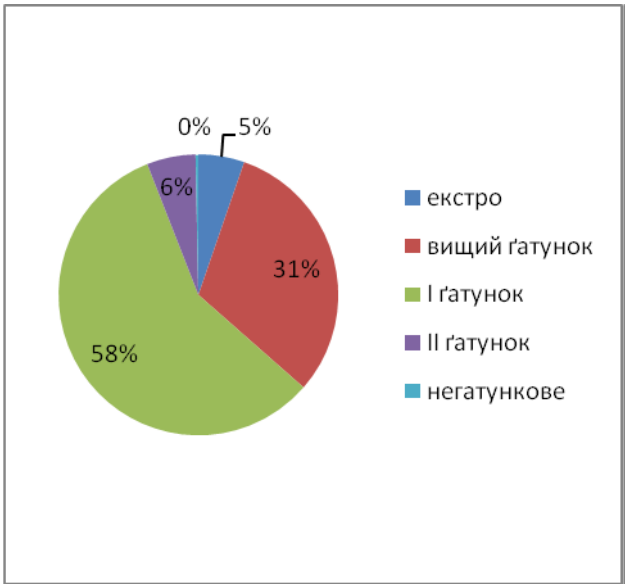
Document names	Brand	Acidity, ° T	The degree of purity of a benchmark group	Total bacterial contamination (tys.sm3)	Temperature, ° C	Mass fraction of dry substances,%	Somatic cell count, thous. / Cm ³
ISO 3662 - 97 "Milk korov'yachene zbyraneVymohy in Procurement"	Extra	16,0-17,0	I	<100	<6	>12,2	<400
	Higher	16,0-17,0	I	≤300	≤8	≥11,8	≤400
	First	≤19	I	≤500	≤10	≥11,5	≤600
	Second	≤20	II	≤3000	≤10	≥10,6	≤800
Regulation (EC) № 853/2004 of the European Parliament and of the Council of 29 April 2004 "With regard to specific hygiene rules for food hygiene"				<100[1]	≤6		≤400[2]

[1] Is geometric Zminna Farmgate value misyatsi 2, s 2 vidborom schonaymenshe zrazkiv on misyats;
[2] Zminna geometry is symmetric Farmgate value for the 3-Moonlight period iz vidborom schonaymenshe one once for misyats for viklyu chennyam vipadkiv, if the competent authority viznachaє inshu technique s metoyu vrahuvannya season for Change in riv virobnitstva nyah.

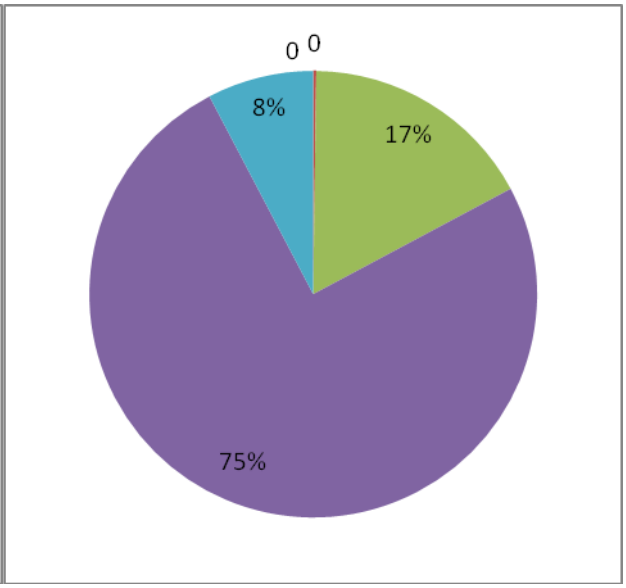
Milk that by Ukrainian standards corresponding to the first grade, is considered in the second, and in compliance with the European Union generally not accepted for processing. According to GOST 3662-97 "Milk and milk products. Requirements for procurement of "general bacterial contamination of

milk the premium is less than 300 tys./sm3 , first - less than 500 and a second - less than 3000 tys./sm3 [3,4]. In accordance with Regulation (EC) № 853 /2004 , this figure should not exceed 100 tys./sm3. Somatic cell count per GOST 3662-97 should be no more than 400, 600 and 800 tys./sm3 to high, first and second grade , respectively, and by Regulation (EC) № 853 /2004 , it should not exceed 400 tys./sm3 (Table 1).

In 2012, in Ukraine the share of farms sold milk in most meets extras senior and first class processing enterprises accounted for 94.0 %. The quality of raw milk that comes from processing farms radically different - 83% is milk brand and second nesortove (Figure 1.2). It should be noted that the quality of milk sold by companies tends to increase. This is due to the desire to obtain a higher revenue because the price difference between I and II grade - between 10-20 %, and between premium and nesortovym milk - more than 30 %.



Rice. 1 Structure of milk sold agricultural companies in 2012



Rice. 2 Struktura milk sold households in 2012

Note that a significant impact on the quality of milk has protein in the diets of cows. Thus, according to the Institute of Animal at 100% and the rate of protein in the diets of milk fat content will be 4.26 %, and at 80 minutes rate - 4.06 %, protein - respectively 3.87 % and 3.18 %. In recent years there has been a tendency to increase the fat content of milk, which is an important factor in product quality.

Thus, in 2011 r.v whole Ukraine farms to processing plants realized milk fat - 3.58 %, in the Poltava region , the figure was - 3.72 %.

First of all , this situation indicates a crisis in dairy farming and impedes the development of the dairy industry because there is the issue of quality raw material processing plants . To ensure the required quality of milk produced today can only farms in which the milking machines, milk cooling and cleaning. Households have no conditions or opportunities to provide the necessary production process milk. Same because they produced milk meets only the second grade or are nehatunkove, while large farms it is implemented extra, higher and first grade. For example, in the Poltava region in 2012, 100 % of the milk, which came to processing plants on farms meet the requirements of the second class or nehatunkove (Table 2). In 94.5% of farms raw milk to qualify extras highest and first grade (0.0% , 28.6 % and 65.9 % , respectively).

Table 2

The qualitative composition of milk sold to processing companies, Poltava region, 2012

	Extra		Superior grade		First grade		Second grade		Nehatunkove	
	thousand tons	%	thousand tons	%	thousand tons	%	thousand tons	%	thousand tons	%
Farms	19	0	105,1	28,6	242,7	65,9	19,7	5,3	0,6	0,2
Households	0	0	0	0	0	0	157,7	99,8	0,3	0,2

Poor quality milk zprychynena poor bio- sanitation in primary production. The presence of fat and protein depends on the quality of food: juicy , coarse and concentrated , and dietary supplements , the best ratio in their diet - the key to obtaining high-quality milk .

Inherent to Ukraine verification system safety and food quality is focused on the end result. In particular, the analysis of individual samples are subject to the product being selected controller. If the results confirming the purity of product realization shall be subject to the entire party. However, this approach does not

guarantee complete safety and absolute quality of this product. Fundamentally different provisions on food safety, which notman datory EU countries set out in Council Directive European cooperation HACCP (Hazard Analysis and Critical Control Points - Hazard Analysis and Critical Control Point Control), which are mandatory for the EU.

The system is HACCP risk assessment, which may affect the food product during its manufacture, storage, sale and use. Among these dangers can be both microorganisms and chemicals that are important for our country. HACCP offers to share the whole production process into blocks and implement a monitoring system for potential " risk " in each of these areas. Detailed analysis of the " risks " qualified and responsible operations each specialist food business documentation and all measures will minimize the likelihood of producing defective product to a minimum, almost zero [5, p. 68].

In Ukraine there are 499 companies engaged in the harvesting of raw milk , production of finished products and export. But now the system NASS system implemented by only 51 (only 10.2 % of companies), of which 11 located in the Poltava region. It should be noted that almost half of the enterprises regions (11) are without international quality requirements, and it is a testament to the lack of competitive advantage in foreign markets.

Conclusions and suggestions. So, in order to meet production requirements of the market and at a given time was competitive , manufacturers must implement and protect the quality system that provides control of all the factors affecting the quality of products and services.

With the current economic conditions the production of high quality milk provided by a combination of advanced technology content , that milking should be done only by mechanical means with a closed feed to milk in Milk cooling or purification and quality work of staff and effective management system that is built on the principles of efficiency, control and informative work.

References

1Hrabchuk The quality of milk and meat farms Zhytomyr region in the context of European integration requirements / IF Grabczuk / / Scientific Bulletin of Volyn National University of Lesya Ukrainian . - 2008 . - № 7. - S248 - 251.

2. Yakubchak AM Physical and biochemical properties of milk / O. Yakubchak / / Molochnoe case. - 2005 . - № 12. - P. 36-38 .

3. Regulation (EC) № 853/ 2004 of the European Parliament and of the Council . - [Valid from 2004. - 04. - 29].

4. Raw milk cow . Specifications : ISO 3662 - 200X . - National Standard of Ukraine : draft ; Developed by: Institute of Technology of milk and meat Ukrainian Academy of Agrarian Sciences (Timmy UAAN).

5. Yakubchuk A. HACCP - эffektyvnaya preventyvnaya System Security Guarantee produktov nutrition / [O. Yakubchuk , S. Miller , A. ringing , E. Deyneko] / / Myasnoy business. - 2004 . - № 7. - P. 68-69

UDC 331.56 (477.53)

CLASTER MODEL OF THE FORMULATION AND EFFECTIVE USING OF LABOR RECOURSES IN AGRICULTURAL ENTERPRISES

A. Velichko, Ph.D., Associate Professor
National University of Life and Environmental Sciences of Ukraine

Regional cluster of farms that provides mutual coordination of its members activities, more efficient using of human resources through the development and implementation of a modern system of motivation is developed.

Keywords: human resources, regional cluster, formation, efficiency, agricultural enterprises.

In terms of market reforms are particularly important question formation and efficient use of labor potential, which owns a huge role in improving the efficiency of social production and reproduction of labor resources. In particular, one of the areas of efficient use of manpower farm is upgraded to the cluster model. As international experience shows, maintaining production flexibility and autonomy of each agricultural enterprises provided new industrial clusters. Combining enhance mutual support, help improve access its participants to specialized information before they fully open up opportunities for collaborative innovation in production. Therefore, the development of clusters in the region is actual problem areas for agricultural sector.

Analysis of recent research and publications. Problem of development and effective utilization of manpower farms appear in the writings of leading scientists and economists, including: D.P. Goddess and O.A. Buhutskogo, O.A. Grishnova, V.S. Diyesperova M.I. Dolishnogo, S.M. Zlupko, H.I. Kupalovoyi, E.M. Libanova, L.I. Mikhailov, P.T. Sabluka K.I. Yakubu and many others. Nevertheless, despite a number of publications, research features of formation and efficient use of manpower farms in the future is important.

The purpose of the study. Research goal is to study trends increase the effective use of human resources in agricultural enterprises in the region based on the study of the cluster model, which enables to improve the economic situation of the members forming due to the rapid dissemination of the latest scientific and

technical developments, economies of scale, improve management, joint monitoring of agricultural markets, reducing excess capacity and improve the quality of the final product.

The main material. Competitive advantages of Ukrainian agro-industrial sphere, as the world experience, should be established, especially at the regional level. Regions are called largely provide co socially-economic development of the territory and thereby increase the competitiveness of the agricultural sector state.

The most important element of the productive forces and the main source of economic development is people, meaning their skills, education, training, motivation activities. The analysis shows that in Ukraine a significant demographic and social problems negatively affect the formation and development of labor potential. There is the problem of reducing the health and performance of population decline in the quality of education and professional training of its structural mismatches needs. The resulting loss of human and human capacity, adversely affect the capability of economic growth. Therefore, one of the areas of efficient use of manpower farms in the region is to move to a cluster model of production

According to M. Porter, a cluster - a group of inter-related and complementary businesses, agencies, organizations, and connected with them by geographic and functional characteristics of government, academia, and various infrastructure components, working in a particular area and for a specific purpose [1, p. 207].

Specifically, A.V. Ivanko believed that one of the approaches, within which you can arrange to achieve competitiveness, while ensuring a balanced regional development is the formation of the territorial approach to agro-industrial clusters. The emphasis of his work was to identify the relationship of the competitiveness of individual enterprises as competitive industries [2].

Specifically, V.V. Beaver argues that the cluster approach can improve the competitiveness of regional economies and their attractiveness to foreign investment. When the cluster is formed, all structural units in it render each other mutual assistance [3].

Successful performance of the cluster will allow participants to form a number of advantages: to increase the closeness and strength of relationships between them (much stronger than the individual farm enterprises that operate

independently); stimulate new ideas and improved methods of work; attract more domestic and foreign investment; more fully address the needs of the market; to form a joint strategy of development of the region, based on the coordination of individual strategies of individual farms.

Thus, M. Voynarenko identifies five necessary conditions for the creation of clusters initiative, information, interest, innovation, integration [4]. He argues that the purpose of creation is to improve the effective management of enterprises to attract foreign and domestic investment, productivity growth, stimulate competition and innovation.

The main strategic orientation of the cluster model is to ensure cooperation between the sector: the government - business - community. It improves the quality of management decisions by optimizing information flow, promotes collective responsibility of business partners and creates conditions to protect the interests of their community. As a result, increases the efficiency of economic activity not only of individual agricultural producers (members of the cluster), but the region as a whole.

According to experts of the National Institute for Strategic Studies, the advantages of the cluster model is [5]: the ability to share resources, combined capital and accelerate innovation development; obtain economies of scale and overcome the shortcomings arising from the small size enterprises; establishing an effective specialization of farms; risk reduction and separation of business activities; establishing long-term relationships for reproduction chain, including relationships between producer and consumer; improve the sustainability of individual businesses and the network as a whole.

Analysis of interconnection viscous, causing the formation and effective use of human resources, Poltava region, allowed us to determine the set of factors that characterize the macro and microenvironment functioning farms. The main among them, in our opinion, are: X_1 - Earnings per 1 employee, ths. UAH; X_2 - labor force number; X_3 - providing of the land, ha; X_4 - gross output per 1 employee, ths. UAH; X_5 - average annual wages 1 employee, UAH; X_6 - state support per 1 ha of agricultural lands, UAH / ha.

The result of multivariate clustering in cluster analysis is the distribution of a set of observations into homogeneous groups. Cluster analysis technique based on the concepts of similarity of objects. Selection of the most similar distribution units

performed together in groups (clusters). Unlike combinational groups, cluster analysis requires separation into groups based on relevant characteristics. Clear boundaries of each group and the number are determined in the examined program.

Uniformity, given set of rules for calculating specific metrics characterizing the degree of similarity units together. Its focal point is the choice of cluster analysis, which mainly depends on the final version of the division into groups together if the algorithm distribution. The most common is the Euclidean metric by which the distance between objects is calculated by the formula [6]:

$$C_{jk} = [\sum_{i=1}^{m} (z_{ij} - z_{ik})^2]^{\frac{1}{2}},$$

where z_{ij} and z_{ik} - standardized value of *i-th* to *j-th* and *k-th* population units.

If signs of x_i are equilibrium then the weighted Euclidean distance with weights ω_i is calculated:

$$C_{jk} = [\sum_{i=1}^{m} \omega_i (z_{ij} - z_{ik})^2]^{\frac{1}{2}}$$

Since the proximity of the object, subject classification to a particular class of analogues to be used as a criterion for its implementation, such approach is called the classification of objects by minimum distance criterion.

Thus, to study the effective use of manpower farms of the region it is necessary to conduct classification on the set of the above parameters to define typical farms. For the classification of farms by region, Poltava region selected algorithm Isodata (Iterative Self-Organizing Data Analysis Techniques) [7, p. 132]. It has a very wide range of support heuristic procedures are included in the scheme of iteration. For the algorithm must define a set of N_s initial cluster centres $z_1, z_2, ..., z_{Nc}$. This set, the number of elements which need not necessarily be equal to the final number of clusters may be a sample image from a given set of data.

Therefore, we determined the following parameters classification: initial number of clusters K = 4; required number of iterations I = 50. Parameters were determined based on the sample size, average values of the entire population of objects. An clustering 25 districts of Poltava Oblast, above n render parameters that the cluster 1 includes Velykobagachanskiy, Dykanka, Mirgorodskii, Novi Sanzhary area and to cluster 2 - Gadyachskij, Karlivs'kyi, Mashevsky, Orzhitsky, Poltava, Reshetilovsky, Khorolsky to Cluster 3 - Hlobynskyy, Lokhvitskiy, Shishatskiy to Cluster 4 - Grebenkovsky, Zenkovsky Kublitsky, Kozelshchina, Kotelevsky, Kremenchug, Lubensky, Pyryatyn, Semyonov, Chornuhynskyy, Chutovsky.

The analysis of the relationships that contribute to the development, formulation and effective use of human resources, Poltava region, made it possible to identify a set of factors that characterize the macro and microenvironment functioning farms (t abl. 1).

Table 1

Comparative characteristics of clusters of farms Poltava region 2012 *

Indicators	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Earnings per 1 employee, $_1 X$	92.3	15.5	29.0	28.6
Labor force, people x_2	1742	1787	4246	858
providing of the land ha X_3	30.5	26.4	25.1	37.6
Gross output of 1 employee, X_4	300.4	166.4	210.9	196.9
Average annual wages 1 employee, hr X_5	1487.6	1426.5	1540.5	1448.9
State support per 1 ha of agricultural lands, to UAH / ha x_6	295,3	290.0	340.6	250.7
Number of objects	**4**	**7**	**3**	**11**

Source: Calculated by the author according to reports farm Poltava region for Dec. 20 y (F50-IG "The main economic indicators of the farm"). [8]

* Companies that keep the books in full.

As seen from Table 1. Cluster 3 has the largest labor force - 4246 persons Cluster 2 - 1787, Cluster 1 - 1742 Cluster 4 - only 858 people. It should be noted that cluster 3 is characterized by high providing of the land - 25.1 ha and productivity - 210.9 thousand UAH. Regarding the average wage, the cluster 3, it is 1540.5 UAH. State support per 1 ha of agricultural land in cluster 3 is the

highest - 340.6 UAH / ha. Thus, we can note a very prominent trends in cluster 3. The generated clusters are the basis of a set of organizational and economic measures aimed at building and effective use of human resources farms.

To enhance business activities in the agricultural sector is expedient to establish the organizational structure of the regional cluster agricultural limited liability company, which should contribute to the improvement of organization development and effective use of human resources of the Poltava region (Fig. 1). The need for such organizational formation is due to the following factors: insufficient material and technical base of enterprises; ability to manufacture competitive products that have several advantages compared to other regions; lack of effective measures to create new jobs; limited financing businesses; lack of appropriate economic mechanisms that should ensure effective pricing and financial services for agricultural production.

Formation of cluster farms at the regional level involves the following steps: defining the main objectives and activities of the enterprise; education and training programs of the cluster association, where the main role for local authorities; adoption programs at the regional level; introduction of the cluster model in practice entrepreneurship.

The creation and implementation of a cluster is reached mutual coordination of its members, which will increase the efficiency of each agricultural enterprise by strengthening the material and technical base, ensuring the growth of productive employment, the creation of appropriate conditions and health, development and implementation of a modern system of motivation.

The positive aspects of the cluster model should include close collaboration with the regional employment centre farms, which will allow more efficient use of manpower. From marketing and consulting centre should engage recommendations for selecting the most advantageous market study market trends, analysis of market situations, forecasting sales volumes of agricultural products, study the needs of customers, distribution channels, sales techniques and more.

This will solved the problem increase efficiency and improve the formation of human resources in Poltava region and profitability of agricultural enterprises.

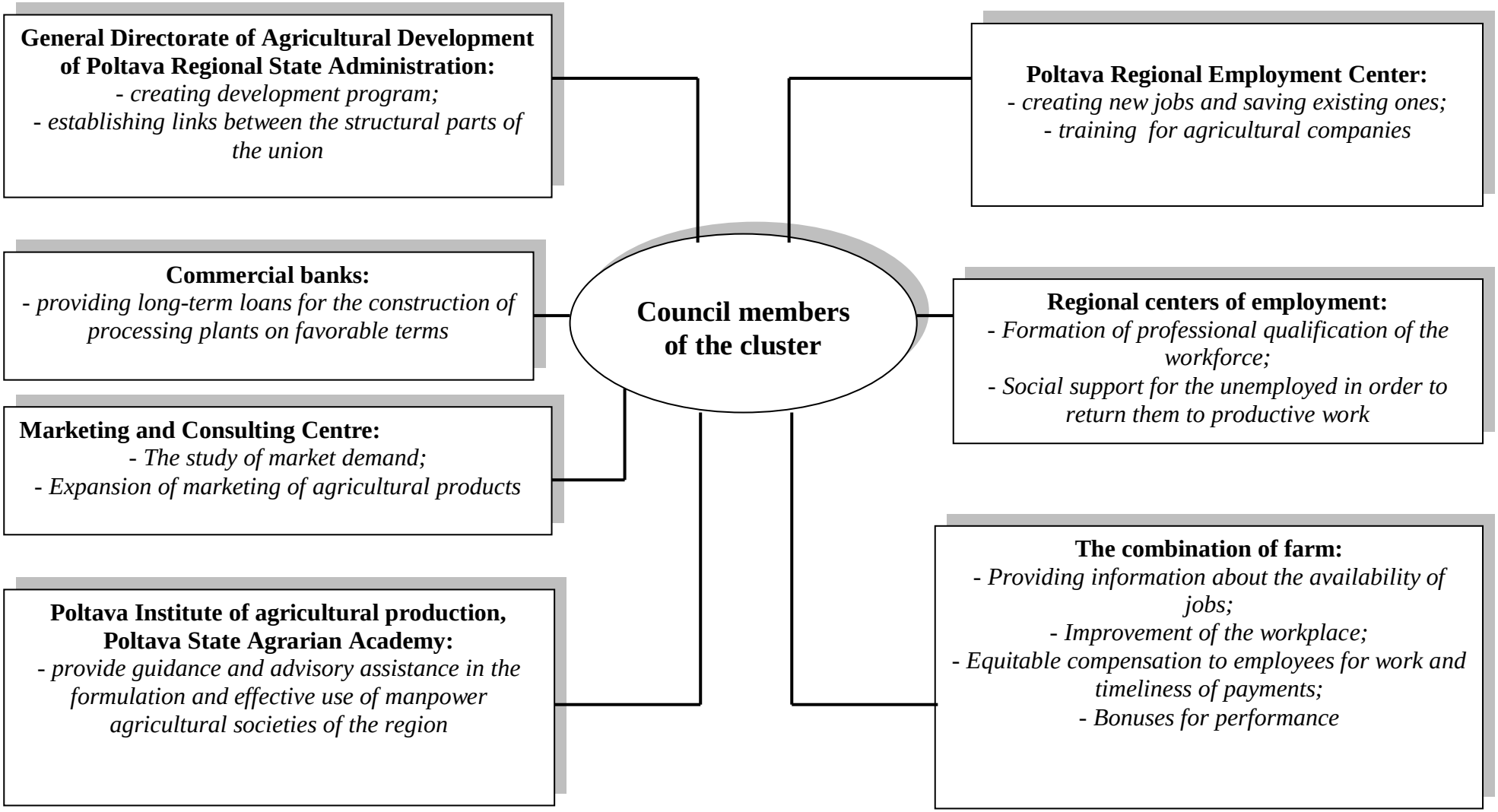


Fig. 1. Regional clusters of farms.

Developed by the author.

Conclusions and recommendations for further research. So the technique of cluster analysis using manpower farms helped identify significant differences between the clusters in the following economic indicators: return on average 1 employee, labor productivity and average wages 1 employee. The identified clusters are the basis of a set of organizational and economic measures aimed at the development and effective use of human resources farms. Creation of regional cluster farms provide mutual coordination of the activities of its members, which will improve the efficiency of managing every business by strengthening material base, increase productive employment, the creation of appropriate conditions and health, development and implementation of a modern system of motivation. This will ensure the creation and improvement of efficient use of human resources, and ultimately increase farm profitability.

REFERENCES

1. M. Porter Competition / Porter. - Moscow: Publishing house "Williams." - 2003. - 496 p.

2. Ivanko A. Methodological approaches for the organization of agricultural production in the cluster based / A.V. Ivanko / / Economy APC. - 2009. - № 6. - P. 26-31.

3. Bobrova V.V. Formation of food cluster in the Orenburg region / V. Bobrova / / Journal of OSU. - 2002. - № 4. , P.81-86.

4. Voynarenko M. The concept of clusters - the path to revival production at regional level / M. Voynarenko / / Economist. - 2000. - № 1. - P. 29-31.

5. Small and medium businesses looking for a place in the strategy of economic growth in Ukraine: Coll. sciences. articles; eds. J. Zhalilo. - K.: NISS, 2002. - P. 134.

6. Illich L. Efficacy of reproduction of labor potential of Ukraine [monograph] / LM MMK Illicha. - K.: Energy Plus, 2007. - 212 p.

7. J. Tu. Principles of Pattern Recognition / J. Tu, R. Gonzalez. - Moscow: Mir, 1978. - 411 p.

8. Basic economic indicators of the agricultural enterprise leaf Poltava Oblast 2012 Form number 50-cr (annual). State Statistics Service of Ukraine.

Velichko O.V.

УДК 631.155:332.2.021

A.V. Zbarska, Ph.D. in Economics, senior specialist of the Department of Economic Development of Agricultural Market of the Ministry of Agrarian Policy and Food of Ukraine

SOCIAL-ECONOMIC DEVELOPMENT OF UKRAINIAN VILLAGE

The problem. Among the actual problem of social-economic development of village the great place belongs to creation of comfortable condition of work and life of its habitants.

For the last years at state level pays more and more attention to such category as “territorial ambiance” in which lives the rural population. Thus problems of the rural population, their works and life begin to consider in the context of the development of a territorial ambiance. However, the current singularity conceptualization of the territorial human activity’s essence on the background of economic and social priorities continues to be still in secondary positions.

The degree of problems research. Treatises of famous Ukrainian scientists such as: V.H. Andriychuk, O.M. Borodina, O.H. Bulavko, V.P. Horovyi, L.V. Moldavan, I.V. Prokopa, M.K. Orlatyi, V.K. Tereshchenko, K.I .Yakuba and others are dedicated in particular to problems of social development of rural settlements and village general.

The aim of research is to highlight the problems of socio-economic development of rural settlements, social infrastructure and ways to its solving.

The main material. By concentrating the focus on the problems of agricultural production, the government rightly worries about employment and income growth of rural population and their welfare. Of course, this approach is right and necessary, but, in our opinion, it solves the village's problem only partially. Today agricultural producers leave aside the issue of rural areas’ social development. As a rule, miserable funds for this purpose in local budgets don’t affect to the territorial creation processes in rural areas. Thus, today in village there is an acute situation: "the manufacturer does not want, the community does not able", which increasingly manifest in the conflict form [4]. The combination of functions of a land owner and property, manager and direct executer of all works in the individual subsidiary plots or family farm stimulates an interest in obtaining the final results. The small form of activities, which were mentioned before, gives an opportunity to significantly save costs associated with the organization and management of production processes. Since their revenues don’t set apart to income and wages, there is scope to maneuver between accumulation and

consumption, which have no other form of entrepreneurship. The benefits of personal and family farms are that in a production on demand can also participate their disabled members: seniors, teens, and it is contributing maneuvering labor during seasonal work and in adverse weather conditions. These forms of activities guarantee employment for young heirs contribute to their formation, they naturally inherent ecological functions, because the individual subsidiary plots and the family farm are also a place of work and area of residence of their owner.

Consequently, these and other advantages of small family-type forms of activities didn't descended from the historical arena, as it was predicted by the representatives of the classical schools of the capitalist economic system, but, as it was noted continues to dominate in most world countries [9].

In due time academician I.I. Lukinov warned that it is prohibited to ignore the coherence and unity of the size and structure of the economy with nature and the qualitative characteristics of the owner (private or collective). Main hopes of creation a genuine proprietor and a private owner are relied to farms [6].

Because of the crisis socio-economic situation and also the lack of government support for social improvement settlement network, it is almost impossible to go to the model of rational satisfaction the interests of the rural population [2].

Formation and functioning of social and economic policy in the country is extremely difficult now, even for such highly intensive area as Cherkaschyna (Table):

- quantitative and qualitative parameters of demographic processes continue to deteriorate, mortality is increasing, fertility is reducing, a significant part of settlements lost its reproductive potential forever;

- the destruction of the settlement network occurs, their structural relationship becomes worse, the functional identity of small inhabited locality gets lost;

- an employment is reducing, a labor potential is decreasing, an unemployment and migration are increasing;

- wages in the agricultural sector continues to be lower than its average level in the region;

- a social infrastructure of rural areas is declining and crumbling, a number of social services are reducing [11].

The destructive processes of a social infrastructure are mainly connected with almost constant ignoring of the development of social environment in rural areas by the government and with lack of consistent government policy on financial revenues to local budgets [3].

Table

Main indicators of social and economic situation in the Cherkasy region per capita in 2000-2012

	Рік			
	2000	**2005**	**2010**	**2012**
Gross Regional Product (at current prices), UAH	2203	6681	12404	21082
Agricultural production (at constant 2010 prices), UAH.	4574	6120	9086	11019
The volume of commissioned housing (per 10000 people), m^2 of total area	979	1125	1110,7	1033,3
Per 1 000 available population:				
- born, persons	7,5	7,7	9,7	10,1
- dead, persons	17,4	18,6	16,9	16,2
- natural increase (+, -)	–9,9	–10,9	–7,2	–6,1
- number of retired, persons	322	339	332	336
- number of disabled, persons	83	79	69	68
Housing, m^2 total area per capita - in general including in rural areas	20,1 27,6	25,0 29,6	26,2 31,2	26,7 32,6
Per 10 thousands: - number of pupils of comprehensive schools, persons	1404	1176	969	879
- number of students of university with I-IV accreditation levels, persons	285	426	419	365
- number of doctors of all specialties, persons	39,1	38,2	38,7	38,0
- number of hospital beds, units	90,9	90,1	89,6	85,2
Incidence (per 100 thousand)	87921	84337	82602	73187
Share of total area equipped,%				
plumbing	10,0	19,6	25,4	26,7
canalization	15,2	18,4	24,2	25,5
heating system	32,1	38,7	48,5	50,3
hot water	5,1	6,4	10,7	12,9
gas	85,7	86,1	86,4	85,6
baths	13,5	16,2	21,9	23,3

* Data of the Main Statistical Office in Cherkasy region for the respective years.

Today 46,5% from the general quantity of villages don't have the mandatory for every village medical assistant (obstetric) point. Only 31,2% of villages are provided with child care centers, schools – 48,7%, culture clubs – 57,8%. The public services are almost completely reduced in rural areas.

Problems of development of housing and communal services, its engineering maintenance and improvement aren't solved in the most part of a rural settlement network.

It is generally accepted that the attraction of inhabitancy in rural areas for population is now lost, especially for young people. Today there is an urgent need

to develop the state target program of development of the Ukrainian village for the period up to 2020, which should orient to sustainable economic growth and socio-economic development of the area through the mechanism of restructuring the social and economic relations in the agro-industrial complex. Sustainable demographic processes are the most important part a social policy in countryside [7; 11].

There are main areas of the formation of social infrastructure, as a set of structural elements rural areas, for providing the proper conditions of work and rest to rural population and creating a comfortable living environment, such as:

- decentralization of state administrative functions in behalf of local government, providing a real self-government at the level of local communities through legislative and financial settlement of local budgeting and monitoring their implementation;

- conduct continuous certification of villages, processing priorities of social development at the level of each administrative-territorial unit;

- development and implementation of appropriate legal and regulatory base, unified standards and norms of social services, the argument of the financial mechanism for the formation of local budgets and guarantee the participation of the state in the social development of rural areas;

- creation a real sphere of municipal ownership of local communities, its organic combination with public and private property in the social environment in rural areas;

- processing and organization executing the programs of socio-economic and cultural development of territories with their coordination at the local, regional and national levels with the real financial abilities;

- activation to fundraising at a voluntary base from an enterprises, institutions and organizations to the developing processes in rural social sector etc.

Conclusions. The state should recognize farmers as hosts on its territory. Rural areas, with the exception of land social purpose, must be transferred to rural communities (village council). The owners of the land can only be individuals who are directly engaged in the countryside and agriculture.

There is a necessity in programs of rational usage of each local territory, which will be accepted by village and district councils. The development of intensive and relatively the labor-intensive agricultural productions will be priority.

A considerable issue of national importance is the formation for Ukrainian citizens the cult of prestige of peasant labor, the regardful ratio unto a villager as a creator of wealth. For this purpose it is necessary at first to provide an appropriate level of wages and social protection of rural population.

Literature

1. Бідність населення України: методологія, методика та практика аналізу: Монографія / Є.М. Лібанова. _ К.: 2008 р. – 330 с.

2. Демографічна криза в Україні: її причини та наслідки: Монографія / Є.М. Лібанова, С.І Пирожков, Л.С. Власенко та ін. – К.: 2003 р. – 230 с.

3. Збарський В.К., Блажко М.А. Мотивація зайнятості у сільському господарстві: Монографія / За заг. ред. доцента В.К.Збарського.– К.:НАУ, ДАКККіМ, 2006.– 242 с.

4. Збарський В.К., Збарська А.В. Сім'я і домогосподарство – соціально-економічні ланки суспільства: Міжнародна ювілейна наукова конференція „Розвиток продуктивних сил України: від В.І. Вернадського до сьогодення", від 20 березня 2009 року (м. Київ, Рада по вивченню продуктивних сил України НАН України). – К.: РВПС, 2009. – С.209–215.

5. Концептуальні засади стратегічної модернізації аграрного виробництва та розвитку сільських територій в Україні (проект) / За ред. акад. П.Т.Саблука. – К. : ННЦ ІАЕ, 2009. – 102 с.

6. Лукінов І. І. Еволюція економічних систем.–М.: Економіка, 2002. – 286 с.

7. Людський розвиток в Україні: інноваційний вимір: Монографія / Ред. Є.М. Лібанова. – К.: 2008 р. – 316 с.

8. Молдаван Л. В. Социальная направленность механизма хозяйствования в аграрном секторе. – К.: Урожай, 1991. – 85 с.

9. Молдаван Л. В. Соціально-орієнтовані форми господарювання як чинники збереження багатофункціональності сільського господарства /Лукіновські читання «Проблеми розвитку форм господарювання на селі в дослідженнях І. І. Лукінова» від 14 грудні 2012 р. – К.: ННЦ ІАЕ, 2013. – С. 13–25.

10. Низька тривалість життя населення – основний прояв тотальної демографічної кризи в Україні / Є.М. Лібанова // Жур. Акад. мед. наук України – 2007 р. – с. 411–447.

11. Стратегічні напрями розвитку сільського господарства України на період до 2020 року / за ред.. Ю. О. Лупенка, В. Я. Месель-Веселяка. – К.: ННЦ ІАЕ,2012. – 182 с.

Обґрунтовано багатогранність сутності відродження, поселенської мережі, соціальної інфраструктури. Виявлена об'єктивна необхідність соціального відродження села, обґрунтовано вплив власності в АПК на соціальні процеси як економічної основи формування відносин на селі. Здійснена економічна оцінка здатності українського селянства до відтворення. Досліджено демографічну ситуацію в сільській місцевості та її вплив на підвищення економічної активності селян, проаналізовано економічні й

організаційні фактори відродження села, розкрито особливості розвитку різноукладності на селі та її наслідки. Визначені основні напрямами формування соціальної інфраструктури як сукупності структурних елементів сільських поселень.

Ключові слова: соціальна інфраструктура, відродження, сільське поселення, розвиток, довкілля, територія, демографічна ситуація.

Обоснованно многообразие сущности возрождения, поселенской сети, социальной инфораструктуры. Определена объективная необходимость социального возрождения села, обосновано влияние собственности в АПК на социальные процессы как экономической основы формирования отношений на селе. Осуществлена экономическая оценка способности украинского крестьянства к воспроизводству. Исследовано демографическую ситуацию в сельской местности и ее влияние на повышение экономической активности крестьян, проанализировано экономические и организационные факторы возрождения села, раскрыто особенности развития многоукладности на селе и ее последствия. Определены основные направления формирования социальной инфраструктуры как совокупности структурных элементов сельских поселений.

Ключевые слова: социальная инфраструктура, возрождение, сельское поселение, развитие, окружающая среда, территория, демографическая ситуация.

The manifold of an essence of a revival, a settlement network and a social infrastructure were substantiated. An objective necessity of social revival of the village was defined. The influence of property in an agro-industrial complex on social processes as a basis for the formation of economic relations in the countryside was substantiated. The economic assessment of the ability of the Ukrainian peasantry to reproduction was implemented.

The demographic situation in rural areas and its impact to the increase in economic activity of peasants was investigated. Economic and institutional factors of village revival were analyzed. The peculiarities of multiculturalism's development in the village and its consequences were disclosed. The main directions of the formation of social infrastructure as a set of structural elements of the rural settlements were determined.

Key words: social infrastructure, revival, rural settlement, development, environment, territory, demographic situation.

UDC: 330.341.1

Essence of innovative potential of agrarian enterprises

Vyshnivska B.V., candidate of economic sciences, associate prof., department of innovative activity in AIC, NULES of Ukraine

Annotation. In the article there are the considered questions of essence of innovative potential forming of agrarian enterprises, noted ways to forming of innovative activity, schematized constituents of innovative potential of agrarian enterprise, and generalized conclusions in relation to the choice of innovative strategy.

Keywords: innovative potential, innovative activity, economic potential of enterprise, innovative strategy.

Raising of problem. In the modern terms of development of national economy there is a necessity of technical and technological update of agrarian production on the base of innovations, providing of competitiveness of scientific products, improvement of organization of labor and management, in-plant training shots. [5] The innovations of agrarian sphere co-operate with many processes in a social and natural environment, a key role belongs to them in realization of harmonious combination of economic development with the maintenance of natural environment and social progress. The newest technologies, education, innovative management and culture of production, are transformed in the proper potential, growth of innovative activity of enterprises agrarian a sector. In this connection, all greater attention is spared upgrading intellectual constituent as determining direction of forming and development of innovative potential of enterprises. [1].

Taking into account importance of development of innovative potential of agrarian enterprises, there is a necessity of research of problem of his essence, forming and functioning.

The purpose of research of theme is a ground of theoretical principles of essence and forming of innovative potential of enterprises of agrarian sphere.

Analysis of the last researches. The question of innovative activity of enterprises always came into the notice of domestic and foreign research workers. Devoted it research of different aspects of innovative development of enterprises and efficiency of innovations labours such scientists: I. Shumpeter, Yu. Yakovec, V.I. Boyko, M. V. Gladiy, I. I. Zakharchenko, O. V. Krisal'niy, I.I. Lukinov, S. M. Pokropivniy, P. T. Sabluk, N. G. Chumachenko, A. M. Shestopal and others. To the problems of government control, to the financial and informative providing of innovative activity in an agroindustrial production attention was spared development of innovative enterprise A. P. Gaydutskiy, M. I. Dem'yanenko, M. I. Kisil', M.Yu . Kodenska, M. O. Koretskiy, M. F. Kropivko, M. I. Krupko, M. I. Malik, M. R Pidliseckiy, M. A. Sadikov, A. S. Chupis, V. V. Yurchishin and others.

Exposition of basic material. Forming of innovative potential of agrarian enterprises shows by itself the difficult system of the concerted co-operation of market and innovative potentials for embodiment of achievements of SciTech an enterprise with the purpose of creation of competitive products in industries of AIC. The structural links of innovative potential is: strategy, development and realization of single innovative policy, skilled providing of innovative processes, development of the program of innovative activity, providing of innovative projects resources (including financial and informative), selection and introduction of innovative projects, creation of innovative infrastructure, monitoring of innovative activity, and others like that [3].

Search for ways to form an innovation activity of enterprises of the agrarian sector is closely connected with the development of the innovation strategy of the AIC and the creation of a resource block innovation. Creating such a block of innovative development of AIC will facilitate the solution of problems of financial, material and human resources, and financial component plays an important role in resource providing innovative processes. Financing of innovative potential may implement different methods: creating mutual AIC Innovation Fund involving both public money and contributions from private enterprises; the selection of a certain annual interest on funds from the revenue part of the budget of the regional level; the

innovation competition for the development of innovation infrastructure; investment in innovation infrastructure AIC etc. [4].

All components that have an impact on the development of innovation should be agreed between themselves and to perform certain functions in accordance with the mechanism they use, which developed in the bowels of the innovation management of the enterprise. Consideration of potential only as aggregate resources and possibilities of their use is limited [2]. Use of resources is always focused and organized a certain way for the realization of the needs of society and subjects. Thus, under the innovative potential of agricultural enterprises is understood as the totality of all existing tangible and intangible assets that are used in the process of innovation. It contains all the resources that are able to ensure the achievement of competitive advantages of enterprise innovation. Therefore, innovative potential of the enterprise consists of production, personnel, technological, economic, scientific-technological, financial, and other potential ventures. Diagram of the components of the building are in Fig. 1.

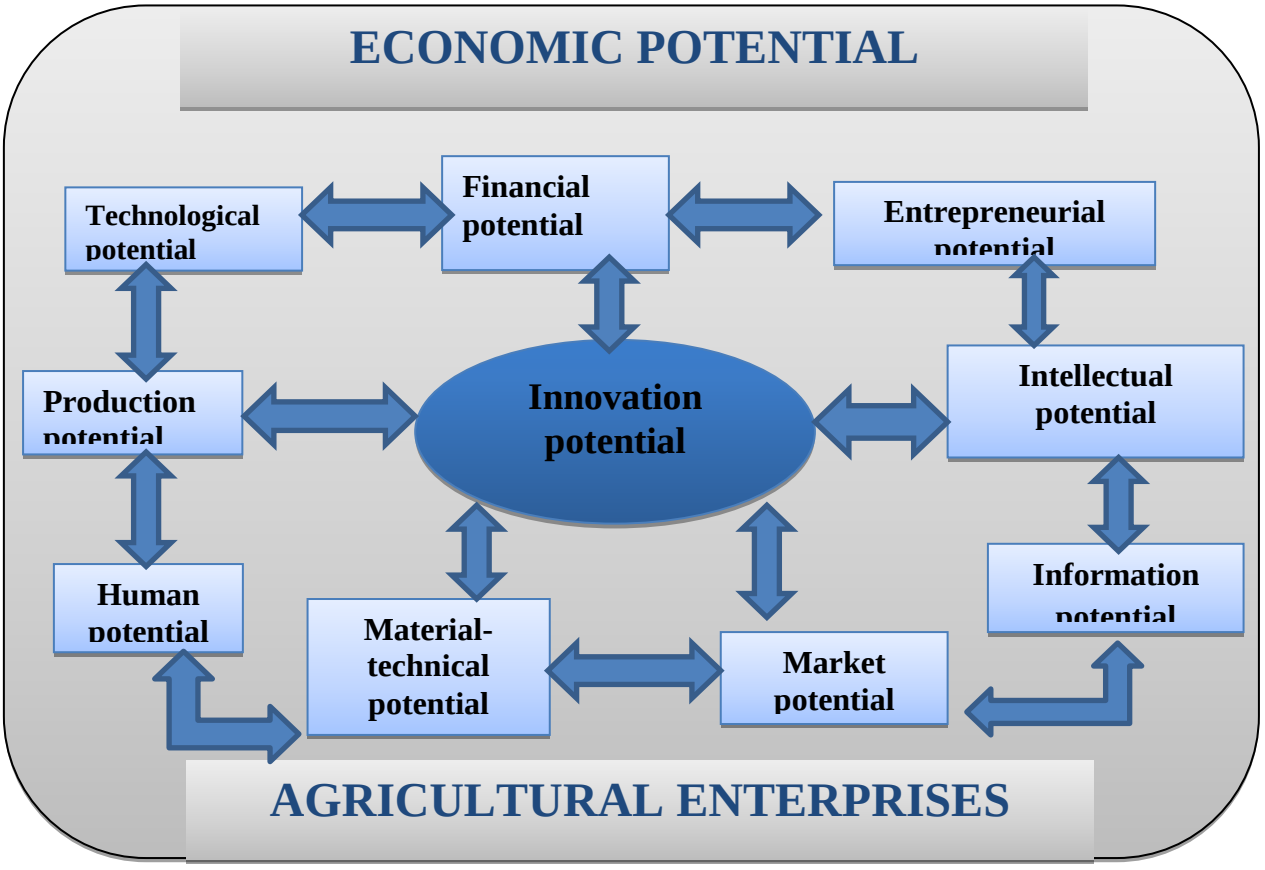


Fig. 1: Components of the innovation potential.

Analyzing the innovative potential of enterprises of agrarian sphere, should be considered and external economic factors that affect innovation potential, such as State innovation policy, policy credit institutions, competitive strategies, consumers, suppliers, financial intermediaries, changes to your consumers, etc. Thus, only the resource approach is insufficient for determining the concept of «innovation potential» [2].

As evidenced by the practice, radical innovations can be implemented only in enterprises with modern material and technical base for conducting scientific research and highly skilled employees.

A responsible task management innovation is the choice of innovation strategy: offensive strategy, security strategy, absorbing a strategy intermediate strategy [6].

Innovation potential should be considered as a complex dynamic system generation, accumulation and transformation of scientific ideas and scientific-technical results in innovative products and processes. The innovative potential of agricultural enterprises is a subsystem of the complete system in which it interacts with other potentials of the enterprise (personnel, scientific-technical, technological, etc.)

Conclusions. Overcoming innovation stagnation, requires the development of new approaches and principles of formation of strategic policy. Managers of agricultural enterprises must understand that the innovative development of enterprise makes it more competitive in relation to others.

Innovation potential describes the possibilities of using the production system of its own, borrowed and bought innovative resources, and organizational forms of interaction of innovative activity. The use of innovative potential as facility management allows you to build plans, organizational forms and projects applying different innovative resources with the inclusion of them in development programs, maintain a balance of innovative resources to increase opportunities to use financial resources in innovation and reduce risk in the use of innovation.

The list of used literature:

1. Aleksandrova V. Forecasting the impact of innovative factors on development of economy of Ukraine/Alexandrova V., Skripnichenko M., Fedulova L.//Economics and forecasting. 2007. – № 2. – Pp. 9-26.

2. Ivanilov O.S., Tarianyk O.M. Innovative potential of enterprises//Economics, finances, law. 2004.-№12.-p. 5-7.

3. Krasnokutskaya N.V. Innovation management.-K.: KNEU. 2003.-p. 170-172.

4. Moroz S.M. Financial aspects of infrastructure development agribusiness//Bulletin of Sumy State Agrarian University. -1998. - №2. -Pp. 227-231.

5. Rossoha V.V. Method of evaluation of potential of innovation//Actual problems of economics. 2005. -№ 5 (47). P. 68-75.

6. Shershneva Z.E. Strategic management: A Tutorial. -the 2-nd type. K.: KNEU, 2004. 699p.

The organization and functioning of municipal information-consulting center of AIC

I. Zelinsky, doctor of economic Sciences,
Professor of the Department "Management"
FSEI HPE "the Yaroslavl state agricultural Academy, Yaroslavl, Russia

Modern economic conditions prevailing in the agricultural sector of Russia after the change of the political course and the related restructuring of the national economy, has led to a significant growth of the cost price of majority of agricultural products and unprofitability of production. To solve the problem, you can use system information and consulting provision of rural producers.

Key words: information and consultation activities information and consultation center, municipal information and consultation center.

As shows the current functioning of the country, subject of the Russian Federation, municipal area and the total separation of management at the state and self-government, within the framework of the Federal law of the Russian Federation of October 6, 2003. N 131-FZ On General principles of organization of local government in the Russian Federation Approved by the Federation Council on 24 September 2003, it follows that the center of gravity in matters within the Russian Federation subjects almost completely transferred to the "shoulders" of regional bodies of state power and local self-government bodies. It should be noted that the period up to 2010 was transient, that is, the end of which must be formed local budgets, on issues within the competence of bodies of local authorities, with each municipal region of the question on economic, operational, efficient, and flexible system of Executive power. There are a few important in the region and for the region as a whole is the avoidance of duplication of functions of some of the structural units of the other. It should be noted that in recent periods, the decrease of the activity of activity and functionality of existing departments of

agriculture, which undoubtedly affects the efficiency and effectiveness of the agricultural sector in General.

So the main goal of the Department of agriculture Administration of the tutayevsky municipal district of the Yaroslavl region is to ensure the functioning of agricultural production and coordination of activity of the agricultural organizations in complex social-economic development of rural territories of the municipal district. The purpose of the system of informational and consulting ensuring of rural producers - increase of efficiency of functioning of the agroindustrial complex of the region through the provision of information and consulting assistance to the rural producers, introduction of advanced technologies in agriculture and rural development (table 1).

Table 1

The scope of tasks of the Department of agriculture tutayevsky municipal district and Information-consulting servicesТаблица 1

№	*IKS*	Department of agriculture
1	Creation of conditions and attraction of investments in agrarian sector	Implementation of the investment policy in the agro-industrial complex of the region
2	The provision of services to agricultural producers, other agricultural enterprises on all issues, the technical service for financial rehabilitation of insolvent agricultural organizations	The sustainable reproduction of agricultural products in the industry agriculture area. The necessary organizational, economic, legal and social conditions for increase of efficiency of work of organizations of all forms of ownership and management in agriculture
3	The collection, compilation, storage, adaptation and introduction of new technologies in production, formation of the database of advanced technologies	The goal of the agricultural and natural resource policy of local self-government in accordance with Federal and provincial legislation, including on regulation of production and sale of agricultural products, production and technical

		maintenance of agricultural production in the region and social development of the village;
4	Scientific-methodical work, demonstration activities in all areas agricultural producers	he development of priority areas of new methods of management, innovation and organization of information-consulting services as the most effective mechanisms of market economy;
5	Creation and development of mechanisms of functioning of the industry	The main directions of personnel policy, including professional training and training of managers and professional organizations agriculture area
6	Monitoring of the activities of rural producers and monitoring needs in all spheres of activity of organizations	
7	Information activities aimed at the following: coverage of events what is happening in the activities of the agroindustrial complex; dissemination of information on advanced technologies, the behest of the roster of consultants	

* the basis of provisions on Department of agriculture and provisions on Information and consultation service

As seen from table 1 that some tasks of these structures are similar and are the same, some are different, the main thing that the objectives of these structures are almost identical. This gives us grounds to assert that these patterns in modern conditions must function in this municipal district in the person of one organization, presents information-consulting service in agriculture tutayevsky

municipal district. This alignment can we ensure Federal law of the Russian Federation from November 3, 2006, N 174-F3 About Autonomous institutions.

The law allows municipalities to create a non-commercial organisation for the purposes of implementation of legislation of the Russian Federation of powers of local authorities.

Noteworthy is the fact that creates optimum conditions for the functioning of the centre, which are provided by the Federal law № 174, namely, that the founder of this information-consulting center of the AIC will be the administration of the tutayevsky municipal district, this center will be the development of rural areas, agriculture, processing industry, nature management and environmental protection, and also intersectoral coordination of activities in the agro-industrial complex of the region. Another important aspect is the fact that liability of the parties, in particular, the district Administration not be liable for obligations of the centre, he is responsible for its obligations, the property assigned to it being a legal entity.

You should pay attention to the fact that the center is not deprived of the right for carrying out commercial activities, because of its essential purpose. And income from other sources may come in his own disposal and to use them for the purpose. This creates the conditions for increase of efficiency of functioning of the agricultural sector.

Great attention should be paid to the fact that the formation of this system has two main "plus", namely, the reduced outflow of qualified personnel from the Department, as in recent years, the number of employees has decreased almost three (between 2002 and 2008) and the ability to use the potential of the system X.

Planning the organization of the center of X, Tutaev district, it is necessary to proceed from several determining factors, namely: the complexity of informational and Advisory services and their volume; the system of remuneration; the system of personnel training; development of the program of development of information and consulting activities; qualification requirements for employees.

One of the fundamental factors of development of information-consulting activity is the organization of system of training staff. According to our researches,

carried out on the base of ecological education of local community Yao Information-consulting service in agriculture that employees of this system through a number of stages (Fig. 3)before becoming consultants, which is determined by some skills. In our opinion, the employee working in the information and consultation system goes through several stages, namely: specialist; senior specialist; consultant; consultant-expert.

As can be seen from figure 3 that the employee has just come into this structure is a specialist, then acquiring certain skills, abilities, experience (competence), moves to the next stage", main specialist", by extending the competence of, and solution of the tasks that are essential for appropriate science, solving important applied problems of science, only in this moment employee becomes a consultant, and when the consultant is involved in the decision and large paramount applied problems, having extensive practical experience, is - consultancy experts. These requirements we have formulated and presented in table 2.

Table 2

Necessary requirements, shown to employees of the information-consulting services

№	Title	Competence	Degree education
1	Specialist	- The knowledge, skills and abilities in specialist field; - Communicative skills; - Ability to self-development; - Practical experience about 3 years;	Specialist / bachelor
2	Chief specialist	- Communicative skills; - Abilities to act and to make responsible decisions in non-standard and uncertain situations; - In-depth specialized knowledge and skills; - Practical experience of 5 years;	Specialist / master

3	Consultant	- Ability vocational counseling ; - Ability to professional growth and continuous self-education; Ability for critical thinking, self-government activities; - Abilities to act and take responsible decisions in non-standard and uncertain situations; - Experience of research activity 2 years; - Practical experience about 7 years;	Candidate of science / master
4	Consultant-expert	- Ability to professional growth and continuous self-education; -Ability for critical thinking, self-government activities; - Abilities to act and take responsible decisions in non-standard and uncertain situations; - Experience of research activity 5 years; - Practical experience not less than 10 years;	Doctor of science

Many important point is the formation and maintenance of the register of consultants by industry, which will have a clearer idea of the information-consulting activity, and also will give an opportunity to the rural producers the possibility to find a consultant in the areas where they need it.

Sustainability as a method of financing means recovering the operating costs at the expense of revenues. Revenues from sales of works and services should provide everyone with a break-even operating enterprise income, sufficient to cover current expenses. But since the costs are a feature of the price, the entity shall ensure that cost does not exceed the prices, formed on the market of

consulting services. These costs on creation of the center we have presented in table 3 and 4.

In this regard, the enterprises calculate the break-even point, when which revenue covers the expenses incurred. It is necessary to distinguish between fixed and variable costs.

The condition is break-even activity of the center is determined by the following formula:

$$P *N=C+V*N,$$

P - the minimum price for the service (services), providing breakeven;

C - semi-fixed costs;

V - semi-variable costs per project;

N - the number of projects per year.

Basic services will be provided free of charge, except business plans.

If the average number of planned business plans that are performed in the district ICC for the year will reach 32, and conditionally fixed and semi-variable costs are defined, then the condition formula break even possible to calculate the minimum price for the service:

$$P = (C + V * N) / N = (115473,2 + 8030,4 * 32) / 32= 11638,9.$$

Thus, the condition of break-even activity of the center is executed at the price 11638,9 rubles for the service. If in case of need (lack of effective demand or targeted pricing policy) of the information-consulting service sets the price for the service below cost, then there are two options: either it makes a loss, or pays the difference between price and cost through subsidies or subsidies. Such subsidies or grants are allocated, as a rule, the region and the state. Of these budgets can be

created special Central funds to support agricultural producers. Indirectly, agricultural commodity producers can be supported through the subsidizing of information and consultancy services. This assumes the targeted and efficient use of budgetary funds.

Initially, the center will operate at the expense of funds of municipal formation with the subsequent transition to self-financing, Therefore it is necessary to calculate the payback period of the centre and all of the data present in table 5.

As you can see from data of table that the profitability of the project is 66'%, payback period is about 4 years and 1 month. To control the observance of the principle of self-sufficiency financial service of the company makes estimates of costs, normalizes the use of resources, sets out specific targets that set of services, their quantity and quality, to reduce the complexity of works and services of the IRS.

Table 5

Main indicators on creation of Tutaev of the information-consulting centre

Indicators	Project
Fixed costs, RUR	115473,2
Variable cost, rubles	8030,4
Cost, rubles	372445,8
The number of service units	32
The break-even price of the service, rubles	11638,9
The service price, rubles	23500
The one-time cost, rubles	1000351,2
Revenues, RUR	752000
Repayment of the loan, RUR	42530,5
Profit, rubles	245930,7
Profitability, %	66%

The payback period of the center of X years	4,1

In the result of agricultural extension all the main benefits are addressed directly to the rural producers, and ultimately consumers of agricultural products, i.e. the population and society in General. At the same time the expenses are covered by the state service itself, partly clients.

UDC 336.74.003.12:332.2:631.11(4)

Development of expert monetary evaluation as an integral property complex, taking into account international experience

O.B. Zharikova, PhD, assistant
National University of Life and Environmental Sciences of Ukraine

Annotation. *The article deals with the development of expert monetary value. Characterized methodological approaches to the definition of the monetary expert evaluation as an integral property complex, taking into account international experience. Presented economically justified Copyright suggestions for improvement or evaluation created by young firms.*

Key words: *expert, monetary valuation method, approach, holistic, property, complex, foreign experience.*

Statement of the problem. With the development of market economy rating companies as integral property complexes in Ukraine becomes increasingly important. Law of Ukraine stipulates that the integral property complex - an object , a set of assets which provides a single implementation of economic activity on an ongoing and regular basis. Integral property complex may be structural divisions (shops, production areas, etc.) that stand out in the prescribed manner and in separate facilities may be incorporated as a separate company [8].

Analysis of recent research and publications. A contribution to the development of techniques such assessment on farms did S. I. Kruchok [6], N. S. Kruchok [7]. However, many issues related to the assessment of agricultural enterprises as integral property complexes remain unresolved. Given this considerable interest is international experience, which has accumulated over the centuries. Among foreign scholars who owns a significant contribution to the theory and practice of evaluation of enterprises (companies), it should be noted such as: Desmond G., T. Copeland, S. Kersha, J. Stoner, G. Paul [1, 2 , 3, 4, 5].

The purpose of the study. The aim of the paper is to study the use of methodological approaches to the definition of expert monetary evaluation as an integral property complex, taking into account international experience.

The main material. In developed countries, there are several approaches to the evaluation of the enterprise (company) [7]:

1. Approach in terms of cost of capital. The base model of this approach is as:

$$Value\ firm = = \frac{FCFF}{WACC - g_n}, \quad (1)$$

FCFF - free cash flow of the company (cash flow towards the payment of dividends and claims of holders of bonds characterize the financial potential of the company), uah.od. / year;

WACC - weighted average cost of capital rate for the year;

g_n - growth rate *FCFF rate for the year*.

So if free cash flow of the company amounted to $ 100 million. United States in the year preceding the year of assessment, and the average cost of raising capital in the same year amounted to 8% growth in hopes of free cash flow by 3% per year, while the value of the company is as follows*:*

$$Value\ firm = \frac{100 millUSD}{0{,}08 - 0{,}03} = 2000\, mill\ usd.$$

That is, the model (1) the value of the firm is defined as the discount FCFF, while the discount rate is directly proportional to the weighted average cost of capital, and inversely proportional to the rate of growth expectations FCFF. Note that to use this model to comply with conditions: FCFF growth rate should be lower than the weighted average cost of capital WACC; assumed that the growth of the company is stable (gn - constanta). In view of the above, the general version of the model FCFF would be:

$$Value\ firm = \sum_{t=1}^{\infty} \frac{FCFF_t}{(1+WACC)^t} \quad (2)$$

Practical application of the general version of the model FCFF is formed due to the fact that the discounted free cash flows to infinity is impossible, so you have to find the limit year t, prodyskontovani free cash flow $\frac{FCFF_t}{(1+WACC)^t}$ so small that they can be neglected. Application FCFF model is due to three problems.

The first one is whether it should be taken in the calculation of FCFF in full or restricted only to the part of them that goes (or will be sent) to pay dividends ? The second problem is whether the increase in retained earnings by reducing dividends and hence FCFF actually leads to a decrease in the value of the firm. The third problem is the reliability of forecasting FCFF and WACC for the future. Before the appraiser during the measurement firm resolve these issues and properly justifies their solution , he has to figure out a way in which it has calculated the average cost of raising capital. At first glance, this question is resolved (and most researchers and evaluators think so), namely weight in calculating the weighted average cost of capital determined based on the market value of sources of capital. But the problem is that the current cost sources of capital may not coincide with their value in the future. So rather than market value can be used so-called settlement costs, taking into account possible future changes. Calculated in this method results are compared so that you can make an informed appraiser's conclusions. Another common approach to the assessment of the firm is an approach based on adjusted present value.

2. Approach adjusted present value (APV) is used to assess companies that have no debt. In the case of debt researched their net effect on firm value by comparing proceeds of borrowings and the cost of the latter. So, the first step according to this approach is to assess the firm's debt-free by the following model (3):

$$Value\ firm\ without\ debt = \frac{FCPF}{\rho_{\mu} - g}, \qquad (3)$$

CPF - anticipated operating cash flows of the firm, hr.od. / year;

μ - acquisition cost of equity without debt ratio for the year;

g - the expected growth rate in operating cash flow, the rate for the year.

If the expected cash flows of the company amount to 120 mill. dol. acquisition cost of equity equal to 7% with growth expectations of operating cash flow by 3% each year, the value of the firm is calculated as follows:

$$Value\ firm\ without\ debt = \frac{120 millUSD}{0{,}07 - 0{,}03} = 3000\ \ mill.usd.$$

3. Evaluation unprofitable and low-profit firms. Profitable firms (the firms with negative earnings) and a company with little revenue estimate is much more

difficult than the profitable. Firms that lose money, create some problems for evaluators:

1. The evaluation can not be estimated or use the growth rate of earnings. The first and most obvious problem is that the appraiser can estimate the expected growth rate of income and apply these estimates to current earnings to estimate future profits. When a firm is unprofitable , using the growth rate (in this case, loss) make it even with debts. Therefore, assessment of growth rates of return turns into a controversial procedure, regardless of whether the evaluator uses historical growth , analytical prediction or some other approaches to evaluation.

2. Forecast taxes more complicated. The standard approach to the assessment of taxes is to use the marginal tax rate on operating income to figure the amount of after-tax income : Operating income after taxes = operating income before taxes (1-tax rate). In the course of these calculations, it is assumed that income causes tax liability in the current period . Companies that are losing money, can shift these costs over time by reducing the corresponding amount of future profits. Thus, the loss-making firms should follow the net operating losses of these companies and use relevant information in order to protect future profits from taxes.

3. Assumption that the company will operate in the future, it may be wrong. The last problem is related to the evaluation of the company, which eventually may fail.

These problems arise, though not as prevalent in evaluating low-profit firms. If these firms evaluated by the same methods that apply to profit-making firms, the results can be very small. Foreign experts called several reasons for losses or low profitability firms. Some of these causes are temporary, while others are long term, but there are reasons related to the stay of firms in a particular phase of its life cycle. To temporary causes include strikes, refusal of orders, lawsuits with other firms. While these reasons lead to a decrease in profits, they are disposable and do not affect future earnings. Reasons sectoral (industry) character associated with the fall in prices in certain periods. Thus, grain producers have relatively high profitability in the years when the demand for corn significantly exceeds its supply. On the contrary,

in case of excess of supply over demand of grain production becomes low- and in many enterprises , unprofitable. Often the reason for drop in profits is a significant increase in input prices (fuel and lubricants , fertilizers , etc.). Arising from " cyclical " companies associated with the fall in demand for the offer firms during adverse economic phases. For example , the recession and the consequent increase in unemployment and a fall in real wages of workers may lead to a reduction in demand for certain products (expensive meat and fish products , etc.). The situation is corrected if the economy enters a phase of recovery. All these mentioned reasons are temporary. But apart from these, as already noted , there are reasons for long-term nature. Choosing a method for evaluating loss-making firms depends primarily on the causes losses. If the damage is due to temporary factors, it is hoped that the profit will be in the near future, the company is evaluated based on profit expectations in the ways described above (models 1 and 3). If the reasons for losses caused by the specifics of the company (belonging to a particular sector of the economy), they can also be temporary (changing market conditions, etc.). If the evaluation of "cyclical" firms problem lies in the need. For companies with long causes loss may be an acceptable rating for its utilization value.

4. Evaluation young or created companies. Specific rating is young or created companies. Among appraisers economically developed countries there are two views on the possibilities of such an assessment . The first view is the inability to evaluate these companies, because they have no history , and some of them are still not producing the goods or services for sale. Supporters different perspective believe that such companies may estimate based on the present value of cash flow expectations of its activities (but on general principles), but the prediction of future cash flows is based on several other sources of information compared with firms that operate for a long period. In assessing the functioning of the company appraiser receives information from three sources - the current financial statements; the company's history , presented in the form of income of the company and the market prices of resources and products; available information about competitors of the company, allowing us to compare it with similar and evaluate key risk factors. With

regard to start-ups, especially in new sectors of the economy, not enough information. As mentioned above on this basis of the appraisers said about the inability to assess these companies, other evaluators believe that the reason is not so much a "youth" firms, and unacceptability for their evaluation models, so they have developed special techniques which take into account the limited information available. Since start-up firms at an early stage of its life cycle, it is necessary to investigate it. The phases of the life cycle of firms (figure 1) differ in essential features. Since the initial phase is characterized by a lack of operating history is not similar firms as a source of value is the only future growth. For rapid expansion phase characteristic: growth, revenue (income but with little or no) , limited operating history and the presence of such firms and the source value is basically future growth.

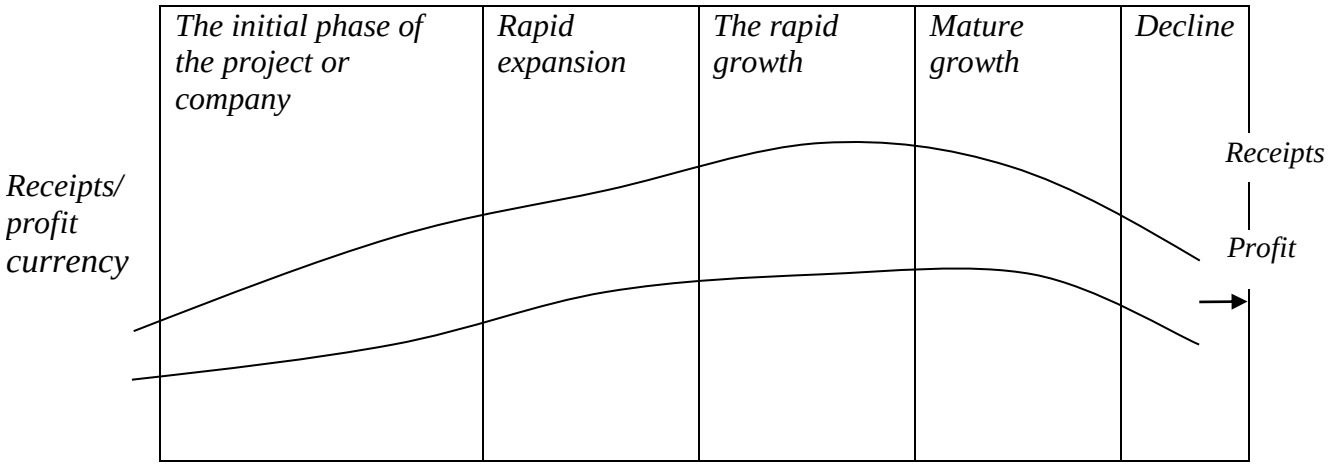


Figure 1 ***The phases of the life cycle of firms (own development)***

Stage of rapid growth associated with a significant increase in operating income and help out . The company already has a certain operating history; there are a number of these firms (except for the firm that is rapidly growing, if its unique specialization). The sources of value are the assets of the firm, but is dominated by investment. In the mature stage of growth the company has the following characteristics: earnings growth slows, but operating income is still rising ; operating history is sufficient for use in the assessment of a company; there are a number of such companies that are at different stages of the life cycle; source value is mainly assets of the company. A recession inherent reduction in revenues and operating income, the operating history of the company, a significant number of such

companies is reduced, and the source of value is the only existing assets. It should be noted that the evaluation of companies in various stages of its life cycle is based on the same principles. Considerable difficulties arise in the early stages of company development , lack of information can lead to serious errors.

5. Evaluation private firms. All of the above applies to public companies, those whose shares are freely traded on the stock markets. But there are many companies that belong to the private sector. The size private firms are very different from small family businesses to large companies that successfully compete with public companies. Measurement principles of private firms are the same as the public, but in assessing emerging issues unique to private firms. In addition to common features inherent in both public and private firms , there are four grounds on which these firms are significantly different : public company governed by the general standards of accounting that not only allows the identification of each item of the financial statements, but also compare the different income public companies; private firms , especially if they are joint stock companies may use accounting standards that differ from the general, which in turn lead to significant differences in accounting for certain items. The vast majority of foreign evaluators believe that the cost of a private firm is the present value of cash flow expectations difference between public and private firms is how inputs are rated for discounted cash flows. Private Equity firm is estimated at a rate that it can bring if its location in the financial market. The cost of raising capital - is the rate at which the private firm can borrow. The growth rate of private firms are evaluated by studying the past (historical rate) or by predicting the values of variables that will determine the future free cash flows of the company. The above-mentioned factors are also called basic variables.

6. Peculiarities assessment of agricultural enterprises. The above applies fully farms because among them are profitable, unprofitable and low-profit; Some of these companies have a long history , others are younger or created; Finally farms are public or private. However, the formation of primarily agrarian , agricultural, are very significant features of evaluation. The first should include the following:

1. Influence of variable climatic factors on the performance of farms (agricultural and industrial).

2. Farms use land as the main means of production .A very important factor that affects the assessment of agricultural enterprises is their use of agricultural land as the main means of production. This fact requires the division of revenue primarily on income and land rent. It should be borne in mind that the ground rent is not always correspond to actual rent. Thus, in the present conditions , studies show correlation between rents and rent averages about 1:0.5, rents about twice lower than the land rent.

Conclusions and recommendations for further research.

Thus, the use of modern methods of scientific investigation reveals the nature of expert monetary valuation of real estate, as well as showing features of evaluation of agricultural enterprises. On the basis of summarizing the theoretical and practical developments of domestic and foreign experts identified key approaches to assessing companies depending on the purpose of assessment and evaluation sites. Features assess farms as integral property complexes, among which defined the following: the impact of variable climatic factors on the performance of agricultural enterprises and farms use land as a major means of production found that in the process of assessing farms to attract significant credit attention should be paid to expert money estimation of agricultural land and the right to lease such lands.

References

1. G. Desmond Guide to evaluation of business. / Desmond H., R. Kelly / - M: RUSSIAN otsenschykov Society , 1995.

2. J. Stoner . Introduction to Business / J. Stoner / [lane. from English]. - K. , 1999. - 750 P.

3. Dixon J. Sovershenstvuyte Own business : Textbook . / John Dixon / - Geneva : Internat. Bureau of Labor , 1992. - 222 p.

4. The Golden Paul. Use in Ukraine real estate as security : problems and solutions . / Paul Golden - By: World Bank , 2002. - 22 p.

5. Kersh Steven R. Roadmap Business Investor : How to increase the value of the company through effective investment. Guide Manager / Kersh Steven R. [lane from English. for science. eds. E. There Kozlov]. - Dnepropetrovsk: Balance Business Books, 2006. - 240 p.
6. Mortgages in Ukraine : status and prospects : monograph / N.S. Kruchok . - K.: CJSC " Nichlava ", 2010. - 298 p.
7. Mortgages : European practice and prospects in Ukraine / Kruchok S.I. - K " Vintage " - 2003. - 206 p.
8. Official website of the State Mortgage Institution / / http://ipoteka.gov.ua.

UDC **005:332.4:631.11**

COMPETITIVENESS ASSESSMENT OF POTENTIAL AGRICULTURAL ENTERPRISE

M.O. Zhukovskyi

Key words: competitiveness, capacity, management of enterprise competitiveness, innovation, organic products.

The article considers the methods of an estimation of competitiveness of agricultural enterprises, a comprehensive method of assessment and management of competitiveness of enterprise potential, analyzed and system-an innovative approach.

Statement of the problem. In Ukraine's agro-industrial complex is one of the largest sectors of the economy, which largely determines the socio-economic state of the society and the country's food security. Here is formed the main part of the food supply, which plays an important role for the development of domestic and foreign markets. Therefore, domestic agricultural products must be competitive in both domestic and foreign markets.

As practice shows, many domestic enterprises are not ready to compete, identify, and gain a competitive Perevi. the main reasons for this situation is the lack of effective enterprises managerial and organizational-economic mechanisms of response to changes in external and internal environment.

Analysis of the last researches and publications. A competitiveness issue, problem of formation of organizational-economic mechanism of strategic management and control of enterprise potential in the developed countries, and recently in Ukraine, dedicated a lot of publications. The main approaches are discussed in works of foreign and domestic scientists and ANCOVA, Was Azov, in the Birman, D. bright, F. Wiersema, A. Voronkova, A. Gradova, O. Guzenkova,

Century of Dykan, , Cantera, S. Klimenko, I. Kono, H. porter, G Trace, Otryada, , Hemel, Was fatkhutdinova, N. and others.

Unsolved parts of the General problem. Capacity building of the competitiveness of enterprises means and increase of domestic economy. Already understandable and not doubt the fact that without innovation to raise the level of competitive capacity of enterprises is not possible. Today in the domestic and foreign literature aspects of the process of management of enterprise competitiveness and place of innovation in this process are not well understood. Today Ukrainian production is competitive on the world market only at the expense of cheap labour and the relatively low cost of energy resources, i.e. benefits that may soon disappear altogether. Many of the proposed methods to assess the competitive potential not reflect such basic requirements as systematic, dynamic, mandatory availability of innovative component.

The aim of this article is: a study of evaluation of the competitiveness potential of agricultural enterprises, development of complex methods of assessment and management of competitiveness of enterprise potential, lighting system-an innovative approach.

The main material. Category "competitiveness" has various interpretations in the economic literature. For its characteristics using the concept of comparative costs (D. Ricardo), comparative advantage (There. Hexer), comparison of competitive advantages, regulation and resource efficiency (, Porter), competitive status of the company (I. the Ansoff). But despite the different approaches to defining the essence of the concept, all the researchers note comparative and time (dynamic) nature of this indicator [2,4,5,7].

According to S. Klimenko, management of enterprise competitiveness is a certain aspect of management of the enterprise, directed on formation, development

and realization of competitive advantages and the viability of the enterprise as a subject of economic competition [3].

O.S Fedonin determines the competitiveness potential of the enterprise as a complex, multifaceted concept, as it involves the interaction of all its components (production, personnel, marketing, management, Finance and others)[6, c. 53].

An important characteristic of competitiveness is the ability to adapt to the conditions of external environment changes. Quick adaptation capacity should be ensured on the basis of complex intellectual, technical, innovative, technological, organizational and economic characteristics that determine the success of the company in the market.

When assessing and managing the potential competitiveness of enterprises should be defined as a multidimensional system that is identified in several areas, in contrast to its traditional identity in one of the structured spaces. [1]

Consideration of the potential competitiveness of the enterprise from a systems perspective, not just as a set of resources, allows a deeper understanding of this complex phenomenon and to identify its main feature, which is manifested in a synergic effect, due to the internal interactions of the elements of the potential.

Study of the potential competitiveness of the enterprise includes analysis of internal and external factors influencing its konkurentospromozhnosti. the external factors include: the state regulation of economy; market potential; natural resource potential; labor potential; innovation capacity; production capacity; financial resources; socio-economic infrastructure. The internal factors include: production and financial opportunities; employment opportunities; innovation opportunities; marketing opportunities, providing information.

The competitiveness potential of the enterprise and updating involve changes and at the microeconomic level, restructuring on the basis of economic development.

The launch of the mechanisms of evaluation of the competitiveness potential of the enterprise depends on the information production capacity, the priority areas of industrial development, providing innovative and production of new, unique products on the market.

In General, the process of evaluation of the competitiveness potential of the enterprise consists of the following stages:

• defining the purpose of an estimation of competitiveness;

• select group of companiescompetitors taking into account the possibilities of obtaining the necessary primary information for the purpose of an estimation of competitiveness;

• determination of the groups of key competitiveness indicators, which are subject to assessment;

• calculation of individual, group, integral indicators of competitiveness for each enterprise;

• substantiation of the conclusion about the level of competitiveness of the object of valuation and elaboration of measures aimed at improving or maintaining the competitive position.

It is the definition of reserves of increase of potential of competitiveness of agricultural enterprises, improvement of competitive positions and is the main purpose of the assessment. Work on formation and development of competitive potential of the enterprise should go in the direction of continuous improvement of production control system, study of the factors of dynamic changes of process support of the potential and improve the competitive position of enterprises through constant innovation, upgrade technology and reduce the harmful impact on the environment. These areas should become a priority for the development of agricultural enterprises.

In the last decade there was increased interest in the quality of the product to the consumer. The presence at the supplier's quality system is becoming an important factor for enhancing the competitiveness of its products and a necessary condition for entering the world market. Production of most agricultural enterprises corresponds to international and domestic standards of quality and safety.

However, the realization of mankind deterioration of natural environment, intensification of agricultural production caused interest to organic production, which ensures the necessary level of quality and safety of food and not harm the environment.

Therefore, in our opinion, it is the agricultural enterprises for the formation and development of its competitive potential must make changes in their economic activity, as an example, may include system-an innovative control system of the enterprise competitiveness. To start production of organic production and certification in accordance with international standards for organic products.

The conclusions. Therefore, it is necessary to create own system to determine the potential competitiveness of agricultural enterprises. Methodology of management potential competitiveness should be based on the system paradigm aimed at the creation of competitive advantages in the present and the future through the efficient use of resources and implementation of innovations, which will enable to react to changes.

List of literature

1. Amosov O.Y Capacity assessment of competitiveness as the main aspect of the development company // Problems of Economics. - 2011. - №3. - C. 79-83.

2. Of I. Ansoff's New corporate strategy. - SPb.: Peter Com, 1999. - 416 S.

3. Klimenko S., Dubrova A.S., Barabasi D.O. and others. Management of competitiveness of enterprises: textbook. - K.: KNEU, 2006. - 527 S.

4. Porter M Competition / TRANS. from English. G: Publishing house "Williams", 2001.-495 C.

5. Ricardo D. the Beginning of political economy and taxation taxation // Essays in 4 so, Vol. 1. - M: Gospolitizdat, 1955. - 359 S.

6. Fedonin A.S., Repin IGOR, oleksyuk A.I. Potential of the company: development and evaluation: Textbook. the allowance. - K.: KNEU, 2004. - 316 S.

1. 7. Heckscher E. F. Till bellysning af järnvägarnas betydelse för sveriges ekonomiska utveekling. – Stockholm, 1907/ - 171p.

UDC: 330.322/341.1:334.7

INNOVATION AND INVESTMENT ACTIVITY OF ENTERPRISES, SYSTEM ASPECTS

A. Zorgach, assistant

Abstract. *In today's market economy, the degree of social development is derived from production and use of intellectual goods. A fast paced progressive development over last decades, change organizational and economic conditions for functioning of all sectors of industrial activity. Agroindustrial production transformation to next level requires research of innovation and investment, as a system.*

Innovation, investment, foundations, activities, system, farmers .

Introduction. In many researches of local and foreign scientists, the problems of innovation and investment activities are studies, for example in the researches of Hudzynskoho O.D., Kuznetsov A.J., Fedorenko V., Blank I.A., Glazyev S.Y. Fundamental researche of scientists dedicated to the development of principles and management methodology development. But the formation of innovation and investment in farms require more detailed study, as a system.

Method. Localization of scientists in one place increases the concentration ofs scientific ideas and options for proceeding in an alternate world. Attracting businesses and local government to set up innovative investment structures increase success on a market. Formation of innovation and investment, and the definition of a framework for the development is quite important object of study.

Purpose of the study. The development of science and technology is a determining factor in a progress of society and is a welfare factor of its members, their spiritual and intellectual growth. This is due to the need for priority public support of science as a source of economic growth and an integral part of national culture and education, the creation of conditions for realization of the intellectual potential of citizens in the area of scientific and technological activities of a policy to ensure the achievements of national and international science and technology to meet the social, economic, cultural and other needs [6].

There are several systematic patterns of innovation and investment : innovation centre , innovation business incubator , technopark , agrotehnopark , technopolises , leasing centers , cooperatives , holding companies , agricultural holdings .

The main objective of the **innovation center** support existing and new innovative enterprises and consulting information and analytical and organizational services. Innovation Center Association of enterprises and organizations united in order to achieve high business results through the use of scientific and technological developments and inventions . [8]

An indication of the **innovative business incubator** is a creation of conditions for the development and implementation of innovation in small and medium enterprises [7]. You can select the following favorable conditions for innovation development of the business expertise, innovation financing , advisory services , technological support of a business formation . A primary goal is to provide lower than market prices and rental services. This organizational structure provides offices premises equipment, machinery , information and communications services on favorable terms. There are non-profit (municipal), profit (commercial) Educational - incubators .

Technopark (Technology Park) - a legal entity or group of entities that operate under the joint venture agreement without creation of a legal entity or association without joint deposits to create an organizational basis for project implementation process of industrial parks, with implementation of high development, high technology and software industrial production of globally competitive products [3]. It is compact research and technology complex, the operation of which is based on the commercialization of research and technical activity , which main task is introduction of scientific and technological development and integration of the various stages of the innovation process.

According **agrotehnopark** characterized by the association of innovative projects in the agro-industrial sector : conducting research in animal , plant breeding, using modern scientific developments in harvesting forage base and other processes of agricultural production. The main goal is to create conditions for the introduction of

modern scientific ideas , technologies and management techniques. Improving quality of production, and improving the nutritional value of products. Support for medium and small agricultural companies to further reduction of production costs . [8]

Technopolis is specially designed scientific -industrial complex, which includes businesses and organizations covered by the full innovation cycle that contributes to the necessary infrastructure to provide services in marketing, finance, patent protection and marketing of innovative products. Enhancing international cooperation research and development programs (research and technical activity) and innovation [8].

Leasing centers are defined as an entity that transfers possession rights of no leased object with individual characteristics and identified in accordance with the laws of capital assets, a person or entity (the lessee) in accordance with the lease agreement (other ways of financing economic activity) more profitable a bank loan. Leasing is defined as a long-term rent of machinery, equipment technological licenses, "know - how", software etc. Leasing in a competitive environment makes possible for small, medium and large businesses , which are in dire financial position to survive [2].

Cooperatives - a legal entity created by physical or legal subjects, which have voluntarily joined together on the basis of membership to conduct joint economic and other activities in order to meet their economic , social and other needs on the basis of self-management [1].

There are production and service cooperatives (at the same time clients and owners) cooperative serves its owners as a non-profit organization. Service cooperative is a nonprofit organization which serving owners and members of the cooperative based on support and economic cooperation. This provides a high level of technical and technological support in the stages of production, processing and marketing of crop production, livestock, forestry, fisheries.

Holdings is a public company which owns use and dispose corporate shares of two or more corporate enterprises . The following types of holdings : portfolio , investment , mixed portfolio-investment , financial and economic management, with a risk reduction of investment and mutual deliveries, transaction cost savings , growth opportunities for financial and tax maneuvering and others [4].

Holding companies improve the functional interaction of different enterprise according to the type of it including direct merging and loss of independence. As part of the holding economic problems are solved which could be beyond the power of any given single business: the development and creation of complex technical issues , the development of high technology , obtaining substantial loans for certain programs , the creation of new production facilities and others.

Agroholding term often used, although there is no legal definition in the Commercial Code of Ukraine. In the scientific literature , this interpretation of agroholding - a business structure which is based on a top management, that manages and monitors packetsof authorized agricultural, processing , sales and service organizations. It has a complex system of vertical hierarchies and business management. An indication is that agroholding lease land in several parts of a country. They could be classified by the following types: specialized, no specialized and portfolio. The main goal is mutual beneficial economic cooperation with land used for agricultural production. Investment attraction guaranteed by production scale and relevant product range. Invested capital enable the introduction of new production technologies, innovative means of production [8].

Venture capital funds - a structure responsible for investing equity capital in promising companies with significant growth potential , and participation in the management of these companies. Venture funds attract cash investors in innovative enterprises , research institutions, technology parks , science parks , business incubators , ahrotehnoparkiv [5].

Clusters-association interrelated and complementary businesses, organizations , institutions, and connected with them by geographic and functional features of government, academia , and various infrastructure components , working in a particular area for a specific purpose . The mission is to enhance the functioning of clusters connections between different areas of activity which provide conditions for its development as an integrated system and strengthen competitive advantage in domestic and foreign markets, on the basis of evidence-based and implemented technological solutions [3].

The structure of innovation and investment activities provide innovative projects development and support innovations on all stages of the production process as well as the final stage of implementation of new products. Mutual different businesses inside organizations reduce costs of the production process and integrates innovative developments in the market environment .

Results. Public financing of major projects such as scientific and technological parks, technopolises unfortunately not possible in full scale, but the State provides innovative investment climate and legal base of foundation activity unions, by the following methods: taxation advantage, simplification of patenting process, rent incentive, creation of favorable environment for international investors and support of local developments internationally, and so on. These issues require further complex study.

REFERENCE LIST

1. Vedomosti Verkhovna Radaof Ukraine (VVR), 2004 , N 5, Ar. 35 The Law of Ukraine "On Cooperation " http://zakon1.rada.gov.ua/laws/show/1087-15

2. VVR, 2004 , N 15, pg. 231 . The Law of Ukraine "On licensing " http://zakon2.rada.gov.ua/laws/show/1381-15

3. VVR, 2006 , N 22, pg. 182 . The Law of Ukraine "On Special Regime Innovation of technology parks " (http://zakon2.rada.gov.ua/laws/show/3333-15

4. VVR, 2006 , N 34, pg. 291 . Law of Ukraine "On holding companies in Ukraine » http://zakon1.rada.gov.ua/laws/show/3528-15

5. VVR, 2013 , № 29, pg. 337 . Law of Ukraine "On Collective Investment Institutions » http://zakon4.rada.gov.ua/laws/show/5080-17

6. On the scientific - technical information :The Law of Ukraine on June 25, 1993 № 3322 -XII / / Government Courier. - 1993. - July 4

7. Resolution of the CM of Ukraine " On approval of the registration of organizations which are aimed at meeting the needs of small and medium enterprises " from 21.05.2009 N 510.

8. Chukhray N., R. Patora Product innovation policy : management innovations in the enterprise: Tutorial. - K.: Condor, 2006. - 398 pg. http://www.ventu.org/ , http://www.businessclass.kiev.ua/magazine

UDC: 330.322/341.1:334.7

INNOVATION AND INVESTMENT ACTIVITY OF ENTERPRISES, SYSTEM ASPECTS

A. Zorgach, assistant

Abstract. *In today's market economy, the degree of social development is derived from production and use of intellectual goods. A fast paced progressive development over last decades, change organizational and economic conditions for functioning of all sectors of industrial activity. Agroindustrial production transformation to next level requires research of innovation and investment, as a system.*

Innovation, investment, foundations, activities, system, farmers .

Introduction. In many researches of local and foreign scientists, the problems of innovation and investment activities are studies, for example in the researches of Hudzynskoho O.D., Kuznetsov A.J., Fedorenko V., Blank I.A., Glazyev S.Y. Fundamental researche of scientists dedicated to the development of principles and management methodology development. But the formation of innovation and investment in farms require more detailed study, as a system.

Method. Localization of scientists in one place increases the concentration ofs scientific ideas and options for proceeding in an alternate world. Attracting businesses and local government to set up innovative investment structures increase success on a market. Formation of innovation and investment, and the definition of a framework for the development is quite important object of study.

Purpose of the study. The development of science and technology is a determining factor in a progress of society and is a welfare factor of its members, their spiritual and intellectual growth. This is due to the need for priority public support of science as a source of economic growth and an integral part of national culture and education, the creation of conditions for realization of the intellectual potential of citizens in the area of scientific and technological activities of a policy to ensure the achievements of national and international science and technology to meet the social, economic, cultural and other needs [6].

There are several systematic patterns of innovation and investment : innovation centre , innovation business incubator , technopark , agrotehnopark , technopolises , leasing centers , cooperatives , holding companies , agricultural holdings .

The main objective of the **innovation center** support existing and new innovative enterprises and consulting information and analytical and organizational services. Innovation Center Association of enterprises and organizations united in order to achieve high business results through the use of scientific and technological developments and inventions . [8]

An indication of the **innovative business incubator** is a creation of conditions for the development and implementation of innovation in small and medium enterprises [7]. You can select the following favorable conditions for innovation development of the business expertise, innovation financing , advisory services , technological support of a business formation . A primary goal is to provide lower than market prices and rental services. This organizational structure provides offices premises equipment, machinery , information and communications services on favorable terms. There are non-profit (municipal), profit (commercial) Educational - incubators .

Technopark (Technology Park) - a legal entity or group of entities that operate under the joint venture agreement without creation of a legal entity or association without joint deposits to create an organizational basis for project implementation process of industrial parks, with implementation of high development, high technology and software industrial production of globally competitive products [3]. It is compact research and technology complex, the operation of which is based on the commercialization of research and technical activity , which main task is introduction of scientific and technological development and integration of the various stages of the innovation process.

According **agrotehnopark** characterized by the association of innovative projects in the agro-industrial sector : conducting research in animal , plant breeding, using modern scientific developments in harvesting forage base and other processes of agricultural production. The main goal is to create conditions for the introduction of

modern scientific ideas , technologies and management techniques. Improving quality of production, and improving the nutritional value of products. Support for medium and small agricultural companies to further reduction of production costs . [8]

Technopolis is specially designed scientific -industrial complex, which includes businesses and organizations covered by the full innovation cycle that contributes to the necessary infrastructure to provide services in marketing, finance, patent protection and marketing of innovative products. Enhancing international cooperation research and development programs (research and technical activity) and innovation [8].

Leasing centers are defined as an entity that transfers possession rights of no leased object with individual characteristics and identified in accordance with the laws of capital assets, a person or entity (the lessee) in accordance with the lease agreement (other ways of financing economic activity) more profitable a bank loan. Leasing is defined as a long-term rent of machinery, equipment technological licenses, "know - how", software etc. Leasing in a competitive environment makes possible for small, medium and large businesses , which are in dire financial position to survive [2].

Cooperatives - a legal entity created by physical or legal subjects, which have voluntarily joined together on the basis of membership to conduct joint economic and other activities in order to meet their economic , social and other needs on the basis of self-management [1].

There are production and service cooperatives (at the same time clients and owners) cooperative serves its owners as a non-profit organization. Service cooperative is a nonprofit organization which serving owners and members of the cooperative based on support and economic cooperation. This provides a high level of technical and technological support in the stages of production, processing and marketing of crop production, livestock, forestry, fisheries.

Holdings is a public company which owns use and dispose corporate shares of two or more corporate enterprises . The following types of holdings : portfolio , investment , mixed portfolio-investment , financial and economic management, with a risk reduction of investment and mutual deliveries, transaction cost savings , growth opportunities for financial and tax maneuvering and others [4].

Holding companies improve the functional interaction of different enterprise according to the type of it including direct merging and loss of independence. As part of the holding economic problems are solved which could be beyond the power of any given single business: the development and creation of complex technical issues , the development of high technology , obtaining substantial loans for certain programs , the creation of new production facilities and others.

Agroholding term often used, although there is no legal definition in the Commercial Code of Ukraine. In the scientific literature , this interpretation of agroholding - a business structure which is based on a top management, that manages and monitors packetsof authorized agricultural, processing , sales and service organizations. It has a complex system of vertical hierarchies and business management. An indication is that agroholding lease land in several parts of a country. They could be classified by the following types: specialized, no specialized and portfolio. The main goal is mutual beneficial economic cooperation with land used for agricultural production. Investment attraction guaranteed by production scale and relevant product range. Invested capital enable the introduction of new production technologies, innovative means of production [8].

Venture capital funds - a structure responsible for investing equity capital in promising companies with significant growth potential , and participation in the management of these companies. Venture funds attract cash investors in innovative enterprises , research institutions, technology parks , science parks , business incubators , ahrotehnoparkiv [5].

Clusters-association interrelated and complementary businesses, organizations , institutions, and connected with them by geographic and functional features of government, academia , and various infrastructure components , working in a particular area for a specific purpose . The mission is to enhance the functioning of clusters connections between different areas of activity which provide conditions for its development as an integrated system and strengthen competitive advantage in domestic and foreign markets, on the basis of evidence-based and implemented technological solutions [3].

The structure of innovation and investment activities provide innovative projects development and support innovations on all stages of the production process as well as the final stage of implementation of new products. Mutual different businesses inside organizations reduce costs of the production process and integrates innovative developments in the market environment .

Results. Public financing of major projects such as scientific and technological parks, technopolises unfortunately not possible in full scale, but the State provides innovative investment climate and legal base of foundation activity unions, by the following methods: taxation advantage, simplification of patenting process, rent incentive, creation of favorable environment for international investors and support of local developments internationally, and so on. These issues require further complex study.

REFERENCE LIST

1. Vedomosti Verkhovna Radaof Ukraine (VVR), 2004 , N 5, Ar. 35 The Law of Ukraine "On Cooperation " http://zakon1.rada.gov.ua/laws/show/1087-15

2. VVR, 2004 , N 15, pg. 231 . The Law of Ukraine "On licensing " http://zakon2.rada.gov.ua/laws/show/1381-15

3. VVR, 2006 , N 22, pg. 182 . The Law of Ukraine "On Special Regime Innovation of technology parks " (http://zakon2.rada.gov.ua/laws/show/3333-15

4. VVR, 2006 , N 34, pg. 291 . Law of Ukraine "On holding companies in Ukraine » http://zakon1.rada.gov.ua/laws/show/3528-15

5. VVR, 2013 , № 29, pg. 337 . Law of Ukraine "On Collective Investment Institutions » http://zakon4.rada.gov.ua/laws/show/5080-17

6. On the scientific - technical information :The Law of Ukraine on June 25, 1993 № 3322 -XII / / Government Courier. - 1993. - July 4

7. Resolution of the CM of Ukraine " On approval of the registration of organizations which are aimed at meeting the needs of small and medium enterprises " from 21.05.2009 N 510.

8. Chukhray N., R. Patora Product innovation policy : management innovations in the enterprise: Tutorial. - K.: Condor, 2006. - 398 pg. http://www.ventu.org/ , http://www.businessclass.kiev.ua/magazine

Feasibility of the acquired knowledge in practice extension

Zvenyhoretskyi Ruslan

Annotation:

World agricultural sector is on the high level of development, has the potential to achieve high productivity, crop yield sand provide a high standard of living. In Ukraine, the farmers in the village do not have sufficiet opportunities for quality work, knowledge, equipment, technologies, they require the support of government agencies and have to develop agricultural business by their own hands. This makes the work too difficult and expensive products, there is a question on the marketing of the crop.

Key words:

Extension, agricultural services, agricultural development, implementation, reform, marketing issues, villagers, agricultural producers.

Raising of problem:

All more private house keepings confess in unadvantage of work in an agrarian sector, electing a simple method - transmission of the shares in a lease to the foreign investors. This method brings welfare to neither the people that get the wretched paying for using earth nor state, that does not have mass of the shallow agricultural producers, that provide an internal market necessary foods, pay taxes and infuse into the profits in the economy of country. The in addition, leased shares are exhausted, mainly used under growing of oily cultures, such as a sunflower, rape and other.

Creation of extention center, that will become a cell for separate agricultural cooperative stores in the different regions of area will help to define the clear structure of work, put right the effective mechanism of co-operation of global market and every separate economy. People that wish to work in an agrarian sector will unite in cooperative stores that will help to settle many problems jointly. And a extantion center will give help and services with bringing in of professional

specialists, advantageous suggestions in the field of a plant-grower and stock-raising, will look after the wholesale purchases of necessary materials and will decide many other questions.

Analysis of the last researches and publications

The problems of extantion are investigated by home authors: P.T. Sabluk, M.V. Gladyi, R.Y. Korinets, M.F. Kropuvnik, V.M. Kuharenko and also foreign scientists: G. Kersly, Michael Dji Mur, M. Honeyman and other.

Research aim

The primary objective of activity of agricultural deliberative services are distribution and applying in industry of modern achievements of science, technique and technology, grant to the agricultural commodity producers, to the rural population and organs of local self-government of deliberative services on questions a management, marketing, application of modern technologies and development of social sphere of village, increase of level of knowledge and perfection of practical skills of profitable menage agricultural commodity producers and rural population.

The basic tasks of agricultural deliberative activity are:

-increase of level of knowledge and perfection of practical skills of rural population and agricultural commodity producers;

- grant to the rural population and agricultural commodity producers of deliberative services on questions a management, marketing, right, ecology, application of modern technologies and development of rural locality;

- grant to the rural population and agricultural commodity producers of practical help in mastering of methods of profitable menage in the conditions of market economy;

- distribution and applying in industry of modern achievements of science, technique and technologies.

Exposition of basic material

A necessity of the practical advising is from an economy and finances

Successful practice of profitable ménage - is one of major links in the process of production of goods and receipt of profits by peasants. Often agrarians do not have sufficient experience and knowledge in an order effectively to manage the economic and financial questions. Taking into account the necessity of skilled practical help to the agricultural producers and population in financial and economic spheres, this theme for today is actual enough.

Sharply the questions of pricing appear on the products of vegetable and animal origin, correct calculation of charges and their cost in time, crediting of agricultural commodity producers, inpayment of necessarily payments and receipt of net income. Unfortunately, for today majority of rural population that is the basic source of development agrarian to the sector of country does not distinguish the concepts of profit and income.

In connection with limit nature of the budgetary financing the bank crediting, bringing in of private, foreign investments became one of basic sources of addition to the lack of turnover means, realization of the investment programs on an enterprise. For agricultural enterprises access to the credit resources was and for today it remains not quite simple. One of reasons is not only that this link of menage behaves to the sphere of an increase risk but also that a lion's share nevertheless is not quite well-informed in the process of correct presentation of information for a further positive result - bringing in of financing and receipt of necessary aim – income.

Practice of implementation :

- Taking into account sufficient experience of specialists in a bank sphere it is suggested on the base of functioning of extantion service to inform, to conduct educational work, render consultative services to the agricultural commodity producers on questions the rationally-correct bringing in of finances.

- Also to conduct educational work with a population and render consultative services for the producers of agricultural products on economic questions and crediting.

A question of sale of the grown products is one of major for the receipt of profit in an agrarian sector, development and subsequent activity. For today in modern shops and supermarkets we see green-stuffs and fruit of foreign origin, in that time as peasant economies unsuccessfully search buyers on the products. Development of networks of sale of products by the civilized methods in our country and export for a border for producers it is been bargain prices most actual on the modern stage of development of agriculture.

Practice of implementation :

Providing a corresponding informative base, extantion service has the opportunity successfully to put right the channels of sale for the producers of agricultural products within the limits of the Vinnytsya area, on Ukraine and abroad.

Basic practical help it: search of partners for work of economies and search of channels of sale at the internal and external market.

Additional aspects of practical introduction of extantion

1. Help in organization of economic activity from a plant-grower: treatment of sowing areas; examination of quality of soils; consultations are in relation to the prospect of planning of planting; selection of perspective cultures; a purchase of seed and nursery transplants is on wholesale prices; a fight is against wreckers and illnesses of animals; application ecologically of clean technologies of plant-grower; purchase and top-dressing; necessary treatment of plants; harvest; organization of storage of products; transporting; search of channels of sale on internal and external market.

2. Services in organization of stock-raising and poultry farming : veterinary services, control and treatment of animals; informative and consultative support is

in relation to organization of growing of certain animals or birds; a help is in the equipment of effective farms, chicken coops, detachments and other building; application of modern approaches and world experience is for the receipt of quality and in number sufficient products of stock-raising; purchase of forage and curative preparations; a selection of optimal breeds of animals and birds is depending on the aims of growing; plant-breeding-tribal work.

3. Legal, book-keeping and services in informatization: services of skilled lawyer; services in an economy and business-planning; organization of the use of land; introduction of computer technologies; introduction and providing of the modern systems of record-keeping of activity; support of outwardly-economic activity.

4. Informative services: grant to information on different questions of agrarian activity; organization of seminars, training, group employments; studies to computer technologies; realization of "days of the field", "fairs", "exhibitions"; bringing in of specialists of the Agrarian university is to the decision of problems of economies.

For practical introduction of extantion activity it follows to use next actions:

- realization of seminars and demonstration measures after a different subject ;
- studing of market situation and analysis of dynamics of demand and supply for to the groups of agricultural commodities and services related to the production of goods;
-grant of individual deliberative services in economic and financial questions;
-organization training and active group methods of studies;
- forming of base of suppliers and customers of the grown products for the further processing and realization;
-grant of consultations in relation to creation of primary methods of processing of products on the base of own economies;
- adjusting of channels of sale, estimation of economic efficiency of activity of economies and grant of recommendations in relation to her improvement;

-consultations in relation to a necessity and possibility of crediting of agricultural producers, estimation of the best suggestions of bank institutions and partners (suppliers and customers);
- preparation and printing of informative sheets;
- other measures directly ponderable in every region.

Near-term steps for practical introduction of the purchased knowledge in activity of extantion :

-reform of management of agriculture;
- employment of competent and experience specialists – extantion worker, what is had corresponding professional preparation;
- introduction of measures of practical realization of extantion;
- development of territorial communities

Conclusions and prospects of further researches

Expected results and prospects :

1. Adjusting of contacts is between commodity producers and suppliers in industry of logistical support;
2. Distribution of agricultural knowledge is among a population through the printed mass medias, informative sheets and brochures;
3. Introduction of effective technologies of growing of agricultural cultures, maintenance of agricultural animals, record-keeping, control and accounting that will give an opportunity to the agricultural commodity producers to promote efficiency of the economic activity;
4. Increase of economic form of commodity producers : study, improvement and presentation of modern methods of estimation of solvency, of analysis of financially-economic activity of subject of menage;
5. Distribution of front-rank experience of other countries is by organization and realization of exhibitions-fairs of regional level;

6. Adjusting of informative intercommunication of all participants of agroindustrial complex is by creation and support of internet-portal;

7. Providing of agricultural commodity producers and rural population by information by creation of electronic databases for different to directions.

8. An increase of efficiency of crediting of agrarians, drafting of optimal charts of loans, avoidance of unprofitableness is through ununderstanding of mechanisms of payment of debt.

9. Bringing in of foreign investments.

Foremost rural communities need material investments not only, and studies, report of the special gentlefolks and technological experience, legal and economically-book-keeping help. It is related even to that swingeing majority of rural population does not have the opportunity to get certain knowledge independently. New reform of agrarian sector will pawn the legislative background of quality development of rural menage and standard of living.

List of literature:

1. A law of Ukraine "On agricultural deliberative activity" is VR of Ukraine from 17.06.2004 № 1807 - IV.

2. Halych O.A. Agricultural extantion: train aid - O.A. Halych, O.O. Sosnovska. - K.: CUL, 2007. are 368 pages.

3. Internet-sources.