

SCIENTIFIC DEVELOPMENT AND ACHIEVEMENTS

volume 1

London 2018

Scientific development and achievements

Copyright © 2018 by Akhnovska I., Andriushchenko K., Shergina L., Kovtun V., Antonenko I., Melnyk I., Avhustova O., Zakrevska O., Bagorka M., Bezuhla L., Bardash S., Osadcha T., Basyuk D., Muzychka Y., Belinska S., Moroz O., Kameneva N., Moroz I., Kepko V., Berezina O., Servatinska I., Bludova T., Galahova T., Tokar V., Bohatyryova G., Barabanova V., Boiko V., Boiko L., Bozhanova V., Ovechkina O., Kononova O., Budnyak L., Dobrovolska E., Calinescu T., Likhonosova G., Zelenko O., Faivishenko D., Finagina O., Pankova L., Kostyuchenko V., Petrov P., Grydzhuk D., Haiduchok T., Dmytrenko O., Honcharenko I., Shevchenko A., Hotra V., Ihnatko M., Illiashenko S., Bozhkova V., Derykolenko O., Kachula S., Kaplina T., Kaplina A., Kartseva V., Kolechkina L., Mykhailova N., Kniazieva T., Dielini M., Kovalova M., Kodatska N., Girman A., Koliada T., Muzychenko G., Kostyshina T., Kostyshyna A., Kyrnis N.

ALL RIGHTS RESERVED

Published by Sciemcee Publishing.

LP22772, 20-22 Wenlock Road

London, United Kingdom

N1 7GU

Sciemcee Publishing is part of SCIEMCEE.

It furthers the SCIEMCEE's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

No part of this publication may be reproduced in any manner without the express written consent of the publisher, except in the case of brief excerpts in critical reviews or articles. All inquiries be address to Sciemcee Publishing, LP22772, 20-22 Wenlock Road, London, N1 7GU or publishing@sciemcee.com.

First Edition: 2018

A catalogue record for this publication is available from British Library.

Sciemcee Publishing has no responsibility for the persistence or accuracy of URLs for external or third-party internet referred in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Every effort has been made in preparing this book to provide accurate and up-to-date information which is in accord with accepted standards and practice at the time of publication. Nevertheless, the authors, editors and publishers can make no warranties that the information contained herein is totally free from error. The authors, editors and publishers therefore disclaim all liability for direct or consequential damages resulting from the use of material contained in this book. Readers are strongly advised to pay careful attention to information provided by the book.

Sciemcee Publishing also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

Sciemcee Publishing books may be purchased for educational, business, or sales promotional use. For information, please e-mail the Sciemcee Publishing at publishing@sciemcee.com.

ISBN 978-1-9993071-0-3

Includes bibliographical references and index.



INTRODUCTION.....	8
Akhnovska I.	
ANALYSIS OF CONSUMERS OF THE FAMILY EDUCATION MARKET IN THE CONTEXT OF LEADERSHIP SKILLS FORMATION.....	19
Conclusion.....	27
Bibliographical references.....	27
Andriushchenko K., Shergina L., Kovtun V.	
STRATEGY FOR DEVELOPMENT OF DIGITAL ECONOMY OF UKRAINE.....	29
Conclusion.....	37
Bibliographical references.....	40
Antonenko I., Melnyk I.	
INNOVATIVE FORMS OF CRUISE TOURISM PRODUCTS.....	43
Conclusion.....	54
Bibliographical references.....	55
Avhustova O., Zakrevska O.	
CRYPTOCURRENCY IN THE WORLD ECONOMY AND ITS ACCOUNT IN UKRAINE.....	56
Conclusion.....	64
Bibliographical references.....	64
Bagorka M., Bezuhla L.	
THE SYSTEM OF ECOLOGICAL-ECONOMICAL MANAGEMENT IN AGRARIAN PRODUCTION AND MAIN DIRECTIONS OF ITS IMPLEMENTATION IN UKRAINE.....	66
Conclusion.....	75
Bibliographical references.....	75
Bardash S., Osadcha T.	
VARIATIVITY OF FORMATION AND ACCOUNTION OF INTELLECTUAL RENT.....	78
Conclusion.....	88
Bibliographical references.....	89
Basyuk D., Muzychka Y.	
WINE TOURISM IN UKRAINE.....	93
Conclusion.....	107
Bibliographical references.....	107
Belinska S., Moroz O., Kameneva N., Moroz I., Kepko V.	

METHODOLOGICAL APPROACHES TO THE PROCESS OF FORMING A QUALITY MANAGEMENT SYSTEM FOR FROZEN FRUIT AND VEGETABLE PRODUCTION.....	109
Conclusion.....	119
Bibliographical references.....	119
 Berezina O., Servatinska I.	
CONTEMPORARY CHALLENGES OF HOUSEHOLD INCOME DIFFERENCES IN UKRAINE.....	121
Conclusion.....	126
Bibliographical references.....	126
 Bludova T., Galahova T., Tokar V.	
ECONOMIC SECURITY OF ENTREPRENEURSHIP: DIMENSION OF DIVERSIFICATION.....	129
Conclusion.....	140
Bibliographical references.....	141
 Bohatyryova G., Barabanova V.	
SOCIAL-MARKETING PARADIGM OF DEVELOPMENT OF MARKET OF TOURIST SERVICES IN UKRAINE.....	142
Conclusion.....	154
Bibliographical references.....	155
 Boiko V., Boiko L.	
ORGANIC PRODUCTION – COMPETITIVE PERSPECTIVE FOR AGRARIES.....	158
Conclusion.....	168
Bibliographical references.....	169
 Bozhanova V., Ovechkina O., Kononova O.	
HUMAN CAPITAL MANAGEMENT DEVELOPMENT AND POTENTIAL IN UKRAINE.....	171
Conclusion.....	182
Bibliographical references.....	183
 Budnyak L., Dobrovolska E.	
KEY POINTS OF THE ANALYSIS OF CAPITAL INVESTMENTS.....	185
Conclusion.....	195
Bibliographical references.....	196
 Calinescu T., Likhonosova G., Zelenko O.	
SOCIO-ECONOMIC TENSION: CONFLICTS AND TRANSFORMATION OF SOCIETY.....	198
Conclusion.....	244

Bibliographical references.....	247
Faivishenko D.	
DIRECTIONS OF STRATEGIC PLANNING FOR THE FUNCTIONING OF THE CONSUMER MARKET.....	251
Conclusion.....	262
Bibliographical references.....	263
Finagina O., Pankova L.	
KEY INTERESTS AND PRINCIPLES OF USING THE CAPACITY OF CLUSTER POLICY.....	264
Conclusion.....	278
Bibliographical references.....	278
Grydzhuk D.	
NEW TYPES OF BANKING ACTIVITIES DEVELOPMENT IN UKRAINE AND THEIR IMPACT ON ITS EFFICIENCY.....	280
Conclusion.....	300
Bibliographical references.....	300
Haiduchok T., Dmytrenko O.	
THEORETICAL AND METHODICAL ASPECTS OF FORMATION OF FINANCIAL REPORTING OF ENTERPRISES IN CONDITIONS OF UKRAINE INTEGRATION INTO THE EUROPEAN SPACE.....	302
Conclusion.....	313
Bibliographical references.....	313
Honcharenko I., Shevchenko A.	
THE ROLE OF FINANCIAL MARKETS IN SHAPING STATE'S FISCAL AND MONETARY POLICY.....	316
Conclusion.....	326
Bibliographical references.....	327
Hotra V., Ihnatko M.	
FEATURES OF INNOVATIVE DEVELOPMENT OF UKRAINIAN AGRO-INDUSTRIAL PRODUCTION MANAGEMENT.....	329
Conclusion.....	337
Bibliographical references.....	337
Iliashenko S., Bozhkova V., Derykolenko O.	
APPROACHES TO DEVELOPMENT OF VENTURE STRATEGIES FOR UKRAINIAN INDUSTRIAL ENTERPRISES.....	339
Conclusion.....	350
Bibliographical references.....	351

Kachula S.	
STATE SOCIAL FUNCTION PROVIDING FINANCIAL POLICY IN UKRAINE.....	353
Conclusion.....	366
Bibliographical references.....	366
Kaplina T., Kaplina A.	
CLASSIFICATION OF INNOVATIONS AND FEATURES OF INNOVATIVE PRIORITIES OF THE HOTEL INDUSTRY.....	370
Conclusion.....	380
Bibliographical references.....	380
Kartseva V., Kolechkina L., Mykhailova N.	
EVENTOLOGICAL SCORING FOR METHODOLOGY FORMATION TO PROVIDE FINANCIAL STABILITY FOR ENTERPRISES AND ORGANIZATIONS OF CONSUMER COOPERATION.....	383
Conclusion.....	394
Bibliographical references.....	395
Kniazieva T., Dielini M., Kovalova M.	
CONCEPTION OF SOCIAL ORIENTATION OF MARKETING ON MACRO AND MICRO LEVEL AS A TOOL FOR MANAGING THE COMPETITIVENESS OF OBJECTS.....	396
Conclusion.....	406
Bibliographical references.....	406
Kodatska N., Girman A.	
MIGRATION PROCESSES OF UKRAINE IN THE CONTEXT INTERNATIONAL RELATIONS.....	408
Conclusion.....	419
Bibliographical references.....	419
Koliada T., Muzychenko G.	
EVALUATION OF STATE INTERVENTION TO THE COUNTRY ECONOMY BY GLOBAL DEMOCRATIC MARKERS.....	421
Conclusion.....	431
Bibliographical references.....	432
Kostyshina T., Kostyshyna A., Kyrnis N.	
DIAGNOSTICS OF FACTORS, CONCERNING MAINTENANCE OF COMPETITIVENESS OF CATERING ENTERPRISES.....	434
Conclusion.....	448
Bibliographical references.....	449

Kostyuchenko V., Petrov P.

ORGANIZATION OF MANAGERIAL ACCOUNTING IN BANK'S
TREASURY DEPARTMENT AS A PRECONDITION OF LIQUIDITY

RISK MINIMIZATION.....	450
Conclusion.....	459
Bibliographical references.....	459

INTRODUCTION

The monograph includes 30 sections, each of which is devoted to a specific problem of national economy's sustainable development.

The first section “ANALYSIS OF CONSUMERS OF THE FAMILY EDUCATION MARKET IN THE CONTEXT OF LEADERSHIP SKILLS FORMATION”. Complexity and scale of education as a social phenomenon inevitably leads to fragmentation of its research. In almost all countries of the world, a form of family education, such as homeschooling, where parents pay great attention to the development of the leadership qualities of their child, is getting widespread. The experience of economically developed countries in the world shows that the greater part of their wealth and the strength of economic systems are determined by the contribution of a highly educated, enterprising and mobile population, hence the formation of leadership qualities of schoolchildren is an integral part of modern education, especially in the family. During the study, a parent survey was conducted on threasons for the transition to a homeschooling and the main issues that arise in family and home education were identified. It is proposed to create time banks as a mechanism for organizing the educational process of students to form their leadership qualities.

The second section “STRATEGY FOR DEVELOPMENT OF DIGITAL ECONOMY OF UKRAINE”. The peculiarities, characteristics and prospects of development of digital economy are determined. Given the complex geopolitical situation and the weakening of the Ukrainian economy, digitalization can become an important prerequisite for economic development. The characteristics of development of digital infrastructure of Ukraine are investigated. The concept and plan for the development of the digital economy as an important step in reforming the economy of Ukraine, aimed at creating conditions for the development of a knowledge society, raising the level of awareness and digital literacy, is substantiated. An accelerated development scenario is proposed that will allow digital technologies to directly affect the development of virtually all sectors of the economy, which can ultimately lead to an increase in the efficiency and productivity of business and economy by 2-4 times faster compared with the present.

The third section “INNOVATIVE FORMS OF CRUISE TOURISM PRODUCTS”. In this article it is defined that despite the crisis in the global economy, the cruise tourism is a part of the tourist service market sector that is dynamically developing. The increasing of the supply is happening due to the development of new tourist destinations, which extends both tourist routes and technological opportunities in the construction of cruise ships to differentiate cruise services. In these conditions the enterprises that use innovative services and technologies in shaping the product

enhance competitiveness and stabilize their own market share. The effectiveness of the cruise companies activity depends on the clarity of the formulation of strategic goals and the construction of an effective mechanism aimed at their implementation. In this regard, the article generalizes the scientific approaches to the definition of the concept of innovative tourist product cruise shipping companies and highlights its structure; features of service management of cruise tourism innovations are determined; on the basis of the analysis of world experience the tendencies of changes in the structure of supply and demand in the cruise tourism market are revealed; the current state of the cruise tourism market in the world is researched and the level of innovation of cruise shipping companies is determined.

The fourth section “CRYPTOCURRENCY IN THE WORLD ECONOMY AND ITS ACCOUNT IN UKRAINE”. This study examines the international experience of regulating cryptocurrency transactions, its recognition in the world market and the problem of its reflection in the accounting. The purpose of the study is to analyze the legal regulation of operations with cryptocurrency in different countries with developed and transformational economy, including Ukraine, definition of economic substance and accounting procedure, methods of cryptocurrency valuation, its place in the financial statements. The generalization of existing achievements of domestic and foreign researchers on cryptocurrency accounting issues and compliance analysis of the IAS recognition of cryptocurrency is carried out, the order of its reflection as a kind of assets using special accounting methods is substantiated. The method of cryptocurrency accounting in Ukraine is considered.”.

The fifth “THE SYSTEM OF ECOLOGICAL-ECONOMICAL MANAGEMENT IN AGRARIAN PRODUCTION AND MAIN DIRECTIONS OF ITS IMPLEMENTATION IN UKRAINE”. The article proved that the practical implementation of ecologically balanced development of agrarian enterprises and restoration of the environment can provide an effective combination of two principles (institutions): social ecological responsibility, which reflects the level of its institutional maturity in the adoption of certain management decisions and social ecological motivation, which are both based on the material and the spiritual values of the society as a whole and every subject of the agrarian economy in particular.

The sixth section “VARIATIVITY OF FORMATION AND ACCOUNTION OF INTELLECTUAL RENT”. Significant growth in competitiveness both at micro and macro level in the context of the irreversible globalization process can be achieved through the growth of intellectual capital with the subsequent receipt of intellectual rents. Finding answers to questions about identification and accounting of intellectual property will help to form the necessary informational support for effective management of economic activity. The purpose of the study is to formulate proposals for the accounting reflection of intellectual rent on the basis of establishing the essence

and elemental composition of intellectual capital, as well as the conditions for the formation of intellectual rents.

The seventh section “WINE TOURISM IN UKRAINE”. The article revealed the role, principles and main directions of wine tourism, the conditions of formation of wine tourism destinations. In this article, we analyze the main trends of the market development of wine tourism in Ukraine. Identified and described segments of consumers who are interested in the development and distribution of wine tourism. Investigated the key characteristics of the wine tours that have relevance for respondents. The conditions for the development and enhancement of the competitiveness of innovative models of managing the regional development of wine tourism as a priority are opened.

The eighth section “METHODOLOGICAL APPROACHES TO THE PROCESS OF FORMING A QUALITY MANAGEMENT SYSTEM FOR FROZEN FRUIT AND VEGETABLE PRODUCTION”. Methodological approaches to the process of forming a quality control system for the frozen fruit and vegetable production have been developed. It has been determined that management of the controlled and random factors of the quality formation, in particular, the varietal features of the broccoli cabbage, reduces the risk of production of the products of inadequate quality. Complex researches on the chemical composition and organoleptic properties of broccoli cabbage of Parthenon, Monaco F1, Belstar F1, Quinta F1 varieties in Ukraine are carried out. In the varietal section there are no significant differences in the chemical composition, except for the content of ascorbic acid, isothiocyanates and the intensity of respiration. It is proved that within 5 days of storage only the Parthenon variety is characterized by the level of “good quality”, as in all others it is reduced to “satisfactory”. This confirms the prospect of using Parthenon to obtain frozen products of predicted quality.

The ninth section “CONTEMPORARY CHALLENGES OF HOUSEHOLD INCOME DIFFERENCES IN UKRAINE”. The conformity of the notions of "revenues" and "incomes" is studied. The classification of incomes of the population is justified. The analysis of the differentiation of the living standards of the population and distribution of the population by the level of the average equivalent of general revenues are carried out. Taking into account the views of scientists and the results of the analysis, specific features of income differences are outlined. The proposals for the optimization of these revenues are developed.

The tenth section “ECONOMIC SECURITY OF ENTREPRENEURSHIP: DIMENSION OF DIVERSIFICATION”. The toolkit of production diversification is particularly important under the current economic circumstances. It enables modernization of production without additional investments and expansion of product range, as well as entering new markets enhancing company’s competitiveness in

existing and new markets. It is necessary to determine the notion “diversification”, concept of diversification, analyze its types and impact factors in order to use means and methods of diversification effectively. Diversification of capital allocation between certain non-connected assets partially neutralizes the unfavorable fluctuation of business conditions and decreases the risk of loss. Therefore, the authors review classification of diversification within two dimensions: investment portfolio diversification and production diversification. The authors disclose the general structural model based on economic and financial feasibility in the market environment. Its elements reflect business activity of two companies engaged in leather processing and manufacturing leather products. We apply gamma-distribution to analyze streams of events with constant intensity (raw material consumption with constant intensity per unit time). The authors have calculated probability of scarcity of raw material under current production conditions and determined volume of supplies of raw materials, which guarantees that probability of scarcity is not going to exceed 0,01.

The eleventh section “SOCIAL-MARKETING PARADIGM OF DEVELOPMENT OF MARKET OF TOURIST SERVICES IN UKRAINE”. The article substantiates the necessity of social marketing approaches to the development of the tourist services market in Ukraine. The scientific approaches to choosing the model of relations between subjects of the tourist market are generalized, the model of social marketing instruments is developed. It has been established that the socially-oriented marketing strategy of a tourist enterprise will be competitive in the modern market of tourist services. The methodology for assessing the level of efficiency of using Internet resources by tourism enterprises has confirmed the direct relationship between the use of Internet technologies and the effectiveness of implementing social marketing instruments in the tourist services market. Authored structural and functional model of demand management tourism product in conditions of socio-marketing paradigm confirms the effectiveness of social marketing instruments analyzed, reveals the mechanism of optimal process management implementation and meet consumer demand for high quality tourism products.

The twelfth section “ORGANIC PRODUCTION – COMPETITIVE PERSPECTIVE FOR AGRARIES”. The article analyzes the perspective for the development of organic production in Ukraine and the expediency of increasing its scale in line with growing demand. Considered a number of strategic advantages of expediency of production of organic products. Examples of formation of clusters of subjects of the market of organic products are given. Revealed problems and peculiarities of functioning of agrarian enterprises with organic production as plant and livestock products. The data of insurance of organic crops are given. The emphasis is on the need for state programs to support the development of organic production.

The thirteenth section “HUMAN CAPITAL MANAGEMENT DEVELOPMENT AND POTENTIAL IN UKRAINE”. The problem in regards to the negative migration of the able-bodied population and, consequently, deterioration in the state of human capital and labor potential of Ukraine, has been analyzed. It has been established that the negative migration is mainly observed among the well-fixed young able-bodied people with a high level of education, which reduces intellectual capabilities of society. It has been revealed that the deterioration in the state of intellectual potential of Ukraine is provoked by the negative dynamics of shares in the public expenditure for scientific research and developments, education, and health protection, in terms of the GDP volume of Ukraine for the period of 2010-2017, and the decrease in the demand for intellectual labor of scientific and technical employees, whose share is reducing in the total number of the employed population of Ukraine. As a result, the dynamics of R&D/GDP intensity has a negative trend in general, and index charts of the GDP growth and R&D/GDP intensity are characterized by the significant discrepancy in time. Based on the analysis performed, the conclusions have been made on the need to improve the methodology for studying problems of reproducing human capital and potential of society. The conceptual model of reproducing labor and intellectual potential is proposed to develop a set of measures for the management of their changes and neutralization of negative trends appeared.

The fourteenth section “KEY POINTS OF THE ANALYSIS OF CAPITAL INVESTMENTS”. In the economic literature authors propose a basic methodology for analyzing investment projects. On their basis, it is possible to assess the attractiveness of this or that variant of an investment project limited to those or other resources. In this article we focus on the methodological aspects of the analysis of capital investments, applied in a certain territorial integrity, for example, in Khmelnytskyi region. In fact, this is an analysis of macro-level indicators. We highlighted the main points of the analysis of capital investments, their relationship with the efficiency of production based on the conducted factor analysis. The basis of the latter is based on the model of factor analysis, the result of which is the impact of the rate of return of non-current assets, and factors, in the form of mathematical ratio (division) is the size of capital investment in the calculation of 1 UAH non-current assets (numerator of a shot) and the level of investment in the economy (denominator). The results indicate that the level of investment directly affects the efficiency of the use of non-current assets.

The fifteenth section “SOCIO-ECONOMIC TENSION: CONFLICTS AND TRANSFORMATION OF SOCIETY”. The research confirmed that in order to carry out a comprehensive multi-level diagnosis of well-being of the population, it is necessary to systematize the most important social, economic and other types of indicators. The authors developed a multilevel approach to the implementation of tools

for diagnosing welfare of the population: at the international, national, regional, local and local levels. The system of indices of the estimation of the welfare of the population is generalized by taking into account the multilevel welfare measure with the allocation of a set of factors influenced by the level of welfare of the population.

The sixteenth section “DIRECTIONS OF STRATEGIC PLANNING FOR THE FUNCTIONING OF THE CONSUMER MARKET”. For Ukraine the opening of the European market and the signing of the Association Agreement with the EU are definitely important and necessary to ensure its further integration into the global economic space. The implementation of the proposed measures in the field of industrial production will significantly increase the level of innovative activity of domestic enterprises for the production of mineral water, stabilize the accelerated process of updating production, effectively use internal and attract foreign investment for innovation activities.

The seventeenth section “KEY INTERESTS AND PRINCIPLES OF USING THE CAPACITY OF CLUSTER POLICY”. The specifics of involvement and drawing on the potential of cluster policy in the paradigm of "government-population-business" relations, which will allow developing mutually beneficial cooperation in the development of the innovation economy of the regions and will lead to a synergistic effect. The formation of an innovative model of cluster policy in the Ukrainian regions should be based on the principles of the formation and realization of the clustering potential. Their consistent compliance is designed to ensure the effectiveness of cluster policy. Their consistent compliance is designed to ensure the effectiveness of cluster policy. Among the basic principles of forming an innovative model of cluster policy in the regions of Ukraine, the following principles are defined: the synergy of the state and business on the principles of social responsibility; alignment, consolidation and harmonization of economic interests in the paradigm of "government -business-population" relations; The "Triple Spiral"; priority of innovative development; adaptability of cluster policy in accordance with variations in the changing business environment; system state support on the basis of diversification and selectivity of resource provision. It is noted that the social and economic indicators of balance and consistency are the criterion for the effectiveness of harmonizing the economic interests of the government and business in the innovation model of cluster policy. Quantitative assessment tool of consistency is uncertain and requires further research. Harmonization of key interests in the process of using cluster policy potential attracts and stimulates the expansion of strategic planning boundaries. It is recommended to form the strategic goal of innovative cluster development taking into account the principles of consolidation and harmonization of key interests.

The eighteenth section “NEW TYPES OF BANKING ACTIVITIES DEVELOPMENT IN UKRAINE AND THEIR IMPACT ON ITS EFFICIENCY”.

The article substantiates the methodological and theoretical principles of the banking efficiency activity in Ukraine, systematizes the tools for managing the efficiency of banking business, analyses the ways of forming and introducing innovative management aspects of the banking activity efficiency.

The nineteenth section “THEORETICAL AND METHODOLOGICAL ASPECTS OF FORMATION OF FINANCIAL REPORTING OF ENTERPRISES IN CONDITIONS OF UKRAINE INTEGRATION INTO THE EUROPEAN SPACE”. The article is devoted to the actual issue of financial reporting by domestic enterprises in the conditions of Ukraine's integration into the European Union and the implementation of its main normative documents. It has been determined that International Financial Reporting Standards (IFRS) are an effective tool for implementing economic policies and a dynamic system aimed at unifying the principles and methods for recognizing, measuring and disclosing information in financial statements. In order to improve the accounting system and bring it closer to EU regulations in the context of harmonization of the concepts of national legislation and international standards, we have proposed the own definition of financial statements and its composition for different categories of enterprises is substantiated. The importance of the Management Report as an element of financial reporting is proven. The main requirements for the information of this report have been formed and a typical structure has been proposed with a detailed content of the main components.

The twentieth section “THE ROLE OF FINANCIAL MARKETS IN SHAPING STATE'S FISCAL AND MONETARY POLICY”. The domestic financial market can be used as a means of enhancing the national financial potential. Therefore, taking advantage of its potential in the process of forming monetary and fiscal policies will ensure a high level of its efficiency in meeting the target of providing for financial convergence of Ukraine with the EU countries. The traditional role of the financial market in shaping fiscal and monetary policies requires revising its theoretical background. In addition, the approaches to ways of employing financial market instruments in fiscal and monetary mechanisms at the application stage need optimising. Issues concerning potential use of financial products and services, supply and demand for them to ensure the effectiveness of monetary and tax policy are not investigated sufficiently at the moment. The role of financial markets in shaping fiscal and monetary policy of Ukrainian government is determined. The capacity of the financial market of Ukraine in 2013-2017 is described and some problematic aspects of its current condition are specified. Possible directions to employ the financial market opportunities in order to realize goals of monetary and fiscal policies are offered. Inclusion of the financial market, its mechanisms and tools into the process of shaping monetary and fiscal policies will certainly contribute to increasing their efficiency at the national level.

The twenty first section “FEATURES OF INNOVATIVE DEVELOPMENT OF UKRAINIAN AGRO-INDUSTRIAL PRODUCTION MANAGEMENT”. The role of innovative development of Ukrainian agro-industrial production management is investigated. The definition of "innovative strategy" is given, its features and types in the agro-industrial complex are revealed. The main characteristics of the present stage of the innovation process in the agrarian sector of the national economy are presented. The factors that negatively influence on Ukrainian agro-industrial production development are determined. The main goals of the state agrarian policy for the long-term perspective are formed. The priority directions of innovative development of Ukrainian agro-industrial production are offered. The necessity of transition of the agrarian sphere to the innovative model of development is substantiated. Conclusions about the decisive role of the state in the formation and maintenance of the functioning of the national agro-innovation system are made.

The twenty-two section “APPROACHES TO DEVELOPMENT OF VENTURE STRATEGIES FOR UKRAINIAN INDUSTRIAL ENTERPRISES”. Corresponding theoretical and methodological tools are suggested by the authors in order to improve activities on developing venture strategies. The classification of venture strategies in terms of expanding classification criteria (the criterion “According to the types of venture activities” is distinguished) was further developed, the relevant strategies were identified (the breakthrough strategy, the imitation (copying) strategy, the minimum effort strategy), that in general contributes to the improvement of categorical apparatus, deepening understanding of varied nature of venture strategies and expanding their understanding on the peculiarities inherent to this type of activity. Theoretical and methodological approaches to the formalization of strategies (their development/selection) for venture enterprises are suggested and substantiated, taking into account the peculiarities of the venture, innovation and investment components of this activity, as well as all kinds of risks inherent to business activity in general. The conditions and recommendations regarding the breakthrough strategy implementation are formulated by the authors according to the results of venture projects and strategic mistakes analysis introduced by industrial enterprises.

The twenty-third section “STATE SOCIAL FUNCTION PROVIDING FINANCIAL POLICY IN UKRAINE”. In this work authors proved that by the theoretical and methodological base of social policy realization, as the mechanism of state social function realization, a scientifically reasonable public financial policy must become. Conceptual principles of such politics must be considered during the decision of fundamental publicly meaningful main social problems. In this work the basic functions of public financial policy of social development are certain: distributive, mobilizational, regulative and stimulant, stabilizing, providing, coordinating and regulative functions. Authors distinguished functional directions of the financial

politics of Ukraine, oriented to social development. Attention is accented on dependence of prevailing of certain direction of financial politics on the socio-economic state of country, historical stage of development of society, institutional environment, formed strategy of community development. Consolidated budget incomes dynamics analysis and the dynamics and share of social spending in the structure of consolidated, state and local budgets of Ukraine and other indicators testifies to their growth, which is leveled by an inflationary factor, thus does not carry out positive influence on social development. Basic principles that must be considered at development of adequate to the requirements of time and strategically oriented public financial policy: to the system, laying-on of aims, to the justice, adaptivity, efficiency, effectiveness, openness (to transparency) – are enumerated. Authors outlined the having a special purpose reference-points of public financial policy of social development. In this work reasonably, that implementation of priority directions of social development needs forming and realization of effective public financial policy and accordingly forming of effective financial mechanism of her realization.

The twenty fours section “CLASSIFICATION OF INNOVATIONS AND FEATURES OF INNOVATIVE PRIORITIES OF THE HOTEL INDUSTRY”. Questions of innovations are researched, and the level of studying of the typology of innovations is determined. The discrepancy of the interpretation of the term «innovation» and its complex character are established. The discussion of the topic of innovation in accordance with the classification features is researched. The features of innovative priorities of the hotel industry are determined. The basic innovations of the hotel industry are defined as new approaches which can change the character of servicing taking into account the new technological arrangement - holding virtual meetings and events that have already been successfully implemented at the business hotel of the Spanish hotel chain NH Hotel Group. Secondary innovations are created by the need of the market and, for example, in the hotel industry there is specialized computer equipment in the conference halls of the hotels.

The twenty fifts section “EVENTOLOGICAL SCORING FOR METHODOLOGY FORMATION TO PROVIDE FINANCIAL STABILITY FOR ENTERPRISES AND ORGANIZATIONS OF CONSUMER COOPERATION”. The objective of the article is to substantiate the theoretical foundations of methodology to provide financial stability based on eventological scoring for enterprises and organizations of consumer cooperation. The accomplishment of the objectives raised in the article has been fulfilled by the following general and special methods of investigation: analysis and synthesis, generalization and systematization, the dialectical approach. As a result of the given study, the necessity to support financial stability of enterprises and organizations of consumer cooperation within the framework of the financial controlling implementation has been proved. The criteria

and algorithm for the key indices selection to evaluate the activity of enterprises and organizations of consumer cooperation based on indicators of financial stability have been suggested. The expediency of eventological scoring application when selecting and evaluating indicators of financial stability of enterprises and organizations of consumer cooperation has been proved, thus the appropriate method has been suggested on that basis.

The twenty sixths section “CONCEPTION OF SOCIAL ORIENTATION OF MARKETING ON MACRO AND MICRO LEVEL AS A TOOL FOR MANAGING THE COMPETITIVENESS OF OBJECTS”. The European vector of development chosen by Ukraine, necessitates the introduction of the concept of socially oriented marketing at the macro level and the system of corporate social responsibility at the micro level considering international standards. Purpose of this paper is to characterize the concept of a socially oriented marketing system and justify the need of the domestic enterprises to operate in accordance with the social responsibility principles in accordance with international standards under the conditions of the European integration component. Results: forming of a socially responsible marketing system is the voluntary contribution of business into the development of society in the social, economic and environmental spheres that are directly related to the companies’ core business and goes beyond the legal minimum.

The twenty seventh section “MIGRATION PROCESSES OF UKRAINE IN THE CONTEXT INTERNATIONAL RELATIONS”. The study considers the social and economic factors that determine the nature of the migration processes in Ukraine. The influence of modern migration processes on the international youth labor market is investigated. Approaches to state regulation of modern migration processes are developed. The methodology of constructing a Ukrainian model of a socially oriented labor market is proposed, which should be based on such provisions as: increased labor reproduction costs; positive dynamics of social policy regarding the level of quality of life of the population; including the processes of socialization of the labor market in the mechanisms of economic growth; creation of conditions for increasing the interest of employees in high-performance work. The analysis of the general strategy of struggle against unemployment and the European strategy of employment within the European Union is carried out. It is determined that the European employment strategy is based on such basic directions - adaptation, entrepreneurship, employment, or equal opportunities. It is concluded that modern youth as a social group is the most receptive to economic, social and technological innovations, which is why it should be considered as the main factor and purpose of forming a model of the future Ukrainian society.

The twenty eighth section “EVALUATION OF STATE INTERVENTION TO THE COUNTRY ECONOMY BY GLOBAL DEMOCRATIC MARKERS”. The

evaluation of the state intervention range to the Ukrainian economy in the democratic transformations context is presented in the paper, as well as it is pointed the new state social policy priorities, caused by changes in the social structure of society and the global shift in the market for factors of production (capital and labor) in the context of globalization. It is determined that the state as an institution acquired new qualities due to the growing interdependence of the state and the economy in the conditions of globalization. The objective and irreversible strengthening of the state role in overcoming the crisis phenomena in the economy, which is accompanied by a change in the nature of the national income redistribution and the budget and GDP ratio is proved. It is substantiated the necessity of preparing public opinion for the transition to a new model of relations with the state, based on the domination of ideology that a person must work to keep himself and his family safe if he has no restrictions on health or for other reasons.

The twenty ninth section “DIAGNOSTICS OF FACTORS, CONCERNING MAINTENANCE OF COMPETITIVENESS OF CATERING ENTERPRISES”. The article studies the factors that provide the demand for catering services. The research was conducted in the form of a questionnaire survey of consumers. In the course of the study, the following factors were studied: order motives, order frequency, format and form of service, order quantity, place of order, and taste preferences of consumers. There are positive and negative factors in the work of catering companies. The diagnostics of the competitiveness of enterprises of the restaurant industry, which provide catering services by ranking the main external and internal factors, is carried out. The competitiveness ratio is calculated. The essence of qualification improvement of personnel at enterprises in modern market conditions is revealed. The proposed scheme of management qualification as a component of the process of professional development of personnel and stages of determining the need for advanced training.

The thirtieth section “ORGANIZATION OF MANAGERIAL ACCOUNTING IN BANK’S TREASURY DEPARTMENT AS A PRECONDITION OF LIQUIDITY RISK MINIMIZATION”. The key function of the banking system is the transformation of the maturity of money. That is, attracting relatively short-term free resources and placing them on longer terms. The problem of banks liquidity occurred simultaneously with lending. Thus, the nature of the liquidity risk is banking itself. Therefore, the organization of managerial accounting in the bank, namely the treasury department, will allow reacting promptly to changes in the economic environment, to plan liquidity, to comply with the more stringent norms of the NBU and the Basel Committee. Along with a new policy of risk assessment, the LCR will allow Ukrainian banks to become more transparent and more attractive to foreign investors and international financial institutions.

Kniazieva T.

Doctor of Economic Sciences, Associate Professor, Professor of the Marketing Department, National Aviation University, Kyiv, Ukraine

Dielini M.

Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Management, Information-analytical Activities and European Integration, National Pedagogical Dragomanov University, Kyiv, Ukraine

Kovalova M.

Candidate of Economic Sciences, Associate Professor of the Department of International Economics, National University of Food Technology, Kyiv, Ukraine

CONCEPTION OF SOCIAL ORIENTATION OF MARKETING ON MACRO AND MICRO LEVEL AS A TOOL FOR MANAGING THE COMPETITIVENESS OF OBJECTS

Introduction. The evolution of marketing and the emergence of a concept aimed at combining the interests of producers, consumers and society is conditioned by the appearance of a concept of socially oriented marketing and a socially responsible marketing system that contributes to the gradual increase in the degree of maturity of a market economy and the strengthening of its regulatory mechanisms. This is due to the enrichment of the social content of management, the modern requirements of a higher level of adaptation of production to social changes, the need to more complete realization demands of consumers.

Ukrainian entrepreneurs introduce principles of Corporate Social Responsibility (CSR) starting with long-term planning, integrated into a corporate business strategy that takes into account social, economic and environmental goals. Moreover, if the company has already set the goal of having a significant percentage in the world market, then compliance with CSR should be in accordance with international standards in this area.

The research on the present conditions and trends of the implementation of social-oriented marketing principles and corporate social responsibility in Ukrainian companies' activities is devoted in the scientific works of such scientists as A. Antonyuk, G. Bagiev, Ph. Kotler, J. Jean-Jacques Lamben, Th. Levitt, A. Mazaraki, T. Obolenskaya, B. Bratanich, A. Vičević, S. Ilyashenko, A. Kuchmiev, L. Melnyk and others.

Taking into account the pro-European vector of Ukraine's development, it is necessary to form an approach to the national social-oriented marketing system at the macro level and its further development of the micro level in accordance with international standards in this area.

To develop the concept of social-oriented marketing system and under necessity of conducting activities by national enterprises in accordance with the principles of social responsibility due to international standards under the conditions of the European integration component.

The statement of basic materials. The modern state forms its economic system, which implies the totality of all types of economic activity and the processes of their interaction, which are aimed at the production, distribution, exchange and consumption of goods and services, as well as the regulation of this activity, taking into account the goals and tasks of the state. Traditionally, the main elements of the economic system are the means of production, socio-economic relations, the economic mechanism and property relations. Since the second half of the twentieth century, the search for a model of economic development that combines both elements of market economy and social development has become noticeably more active in developed countries. The most important indicator of the social development of states was the standard of living of the population, which is determined by the social and economic conditions and opportunities created in society. In this sense, the most valuable can be considered the experience of countries such as Germany and Sweden, which in recent years have achieved significant results in the development of a model of socially-oriented economy [2, p. 105; 9].

The main element of the Swedish social policy is social insurance. Its main goal is to provide citizens with means in the event of unemployment, illness, the need for medical care, the birth of a child, old age, in connection with accidents and injuries in the workplace. The health insurance system is a means of creating conditions for socio-economic equality. It makes it possible to receive medical services in the case of the necessary emergency medical care on an equal basis with others. The social insurance system is financed by taxes, contributions from entrepreneurs, workers and non-employed, interest income and deductions from capital; personal funds.

The undoubted achievements of Swedish society are the following [8, p. 59]:

providing a high standard of living and social guarantees for the majority of the population of the society without social upheavals and political conflicts;

high level of political culture, which allowed to form a public system of dialogue and the cooperative nature of relations between different strata of the population;

achievement of a high level of social and economic development and implementation of such important economic goals as full employment, stable price level, long-term dynamic economic growth;

priority of the development of the human factor, the creative principle in stimulating of labor activity, which is reflected in the concept of «human capital».

World experience has shown that the effectiveness of the state's social policy is not determined by its scale. Correct social policy should be guided by the support of

the positions of each individual: gaining self-dependance and independence from the guardianship of the state, the citizen becomes a free person. In conditions of growing well-being, it is justified, from the social point of view, to assign to each individual person responsibility for oneself, for one's family. Finally, the richer the society, the less people need the social benefits provided by the state.

Currently, in most developed countries there is a social market economy, or a socially-oriented market economy. Such a transformation of the market economy occurred under the influence of the changed internal and external conditions of economic development. The social market economy is a form of organization of the economy, which ensures the interaction between production and consumption through the market, state regulation of the economy, as well as public institutions and ensuring social and economic stability in society.

Comparing the Swedish economy with the German, we can note a certain similarity and the lack of elements of special originality. At the initial moment of the development of the Swedish model, certain of its features were new and unique, but then other states began to repeat some of them. Today we can state that the processes of development of social orientation of the countries of continental Europe and the Scandinavian Peninsula meet each other [5, p. 66; 9]. The first go along the path of forming a just, highly developed socially-oriented society at the supranational level, while the Scandinavian states had to somewhat liberalize their economies in order to give them relative flexibility, the ability to accept and adapt quickly to changes, and reduce the congestion of the state budget by social expenditure, while maintaining this high level of social guarantees in society.

Social management should correspond to the forms of socially-oriented market economy – for such development and deepening of reforms today representatives of many political movements, business circles and the population throughout the world act. This trend is typical mainly for European, and in particular for Scandinavian countries, Israel, Canada; the same path of development is chosen by China, South Korea, the rapidly developing countries of Latin America, the Arab East [9].

It should be emphasized that the world experience of economic reforms confirms one thing: their success was predetermined by careful preparation of the population, its social adaptation to the content of reforms at all stages of their development and implementation. Summarizing the positive experience of countries in the formation and development of a socially oriented market economy, one can single out a number of basic principles for including *social factors in economic reforms*:

ensuring the participation of the population and its understanding of the relationship of ongoing reforms in the transformation of the economy with the improvement of well-being, a rise in the level and quality of life;

improving the standard of living of the vast majority of the population as a result of reforms, reducing the income differentiation between rich and poor in the course of reforms;

the conformity of the goals of reforms with the labor motivation of the majority of the active part of the population;

ensuring the conditions for the maximum realization of the creative potential of the population, enhancing the scientific, educational and cultural potential of the society.

At the present time, one of the most difficult issues is the combination of market and social justice. The principle of social justice requires that all members of society have the necessary conditions for life, real access to culture and education, protection in old age and in case of disability. In other words, the market economy should have a social orientation. This includes the theory and practice of social market economy and indicative planning.

Analysis of global trends confirms that states with a socially oriented market economy have come to this system mainly through an evolutionary way. Economic prerequisites for mergers, convergences and acquisitions were created. However, all the processes were objectively conditioned, they had the necessary legislative base, met socio-economic conditions and were aimed at more efficient solution of the tasks set for the state and society. So, space exploration and education reform was carried out under the leading role of the state in the United States, increasing the efficiency of the coal industry in the UK was carried out through nationalization, and then privatization, etc.

This practice confirms the conclusions that the formation of socio-economic relations is carried out on specific social, political and economic prerequisites and is supported by the majority of the population of the region or state.

Among the reformers, the supporters of the Polish version of the «shock therapy», the Chilean method, the methods of the Czech Republic and China prevailed among others. There was a firm opinion that the change of forms of ownership will automatically ensure the growth of production efficiency, unemployment will make work effectively those who have a job, the independence of enterprises will oblige them more rational use of productive capacity, financial resources will be directed to innovation and investment, labor productivity will increase and, in general, production will be more effective.

M. Porter in his work «International Competition» gives a list of determinants, which in his opinion determine the competitive advantages of the country [5, p. 67]:

the strategy of firms, their structure and competition in the domestic market;

parameters of demand in the domestic market;

parameters of factors of production (resources) and infrastructure;

related and supporting industries that are competitive on the international market; government.

Thus, the economy of the country (region) is the result of the work of all economic entities that carry out their activities in the given territory. However, the social goals of the country (region) are much broader than the goals of individual organizations. At the same time, it is a separate enterprise that acts as a means of achieving strategic social goals of the territory.

High quality of life as a social result is ensured not only through the redistribution of production goods, but also at the expense of socially oriented activity of all links and subjects of market economy.

The main priority of social and economic development at the regional level is the saving and development (quantitative and qualitative) of the population. All other areas of socio-economic development are of value only to the extent that they do not contradict this priority and can facilitate its implementation.

Despite some positive trends that began to manifest in the last two years, there continue to be acute problems in the social sphere. *Among the most common for the whole social sphere and the most acute are the following* [8, p. 59]:

the problem of deepening the social stratification of society and a high level of poverty;

the problem of low living standards for a significant part of population;

insufficient housing for low-income groups, especially young families;

excessive commercialization of social sectors, reduced accessibility and low quality of social services;

destruction of the material and technical base of social institutions;

a decrease in the level of professionalism of cadres in the social sphere due to low wages.

Among the most acute problems in certain sectors of the social sphere are the following [3, p. 231]:

high degree of deterioration of engineering and technical networks in the housing and communal services, where it is not possible to impose costs associated with the restoration of these networks, on the population due to the low level of income of a significant part of the population;

destruction of the institution of family and marriage, especially among young people, high levels of child homelessness and neglect;

high level of spread of diseases, including – socially dangerous, lack of transparent state guarantees for medical care;

low and constantly decreasing level of the general culture of the population, development of negative tendencies in the spiritual life;

high level of threat to personal safety of citizens.

All these problems negatively affect the overall indicator of the quality of life of the country's population, which, while preserving existing problems and trends in the social sphere, may continue to decline. Given the current trends in meeting the social needs of society, the formation of a socially-oriented market economy is a task of national importance.

The social orientation of marketing at the state level involves strict state regulation, compliance with its national interests, and not the interests of certain economic or political groups, as well as large-scale redistribution of income for the purpose of providing social services to the population, providing certain social guarantees. Such concept involves the existence of social conditions which allow to increase persons' labor contribution, to realize his abilities, to become a more profitable group of the population. Socially-oriented marketing at the state level creates a charitable environment for the functioning of socially responsible business. In many ways, social responsibility in business means return to the original tradition, which was lost in the process of historical development [7, p. 128].

The need of strengthening social orientation of marketing strategies in the economy, and in the different consumer services' spheres happens due to the phenomenon of society socialization. The main criteria for the socialization of the economy can be formulated as follows [2, p. 18; 7, p. 174]: subordination of material and non-material production of the development of people as subjects, taking into account their needs; the realization of state functions regarding the redistribution of the growing share of GDP through the state budget, the system of state budget and extra budgetary funds to finance all forms of persons' social needs of people social support of the population; realization of social functions by all organizational forms of cooperation of labor, regardless of ownership.

A modern and progressive approach to marketing activity is that organizations are looking for ways to integrate social goals with business ones, and do so only when they are confident: such an association will be profitable from a commercial point of view. Such a model is constructed by taking into account the interests and needs of institutional participants, which form the «field» of such model: society (society as a whole, its welfare); consumers (satisfaction of their needs); a company engaged in the production of goods or services and their promotion to the market (its profit).

As a result, a number of principles of relationship between society and marketing can be formulated (Table 1).

It should be emphasized that these principles are based on the assumption that the purpose of marketing in the modern sense is not to maximize profits, but to maximize the quality of life, which means meeting basic needs, the availability of a multitude of quality goods and services, receiving satisfaction from communicating with the natural and cultural environment.

Table 1 Principles of socially responsible marketing system

<i>The name of the principle</i>	<i>Its content</i>
Principle of consumers' and producers' freedom	Manufacturers, as well as consumers, are free in their choice. But the needs of people are based on their own perceptions, and not on the imaginations, imposed on them from the outside, and then the producer will achieve the greatest success if his products (services) will meet the consumer's desire.
Principle of limiting potential damage	The political system restricts the freedoms of producers and consumers only in order to prevent possible damage to the producer, consumer or third party.
Principle of basic needs satisfaction	The marketing system should be used in relation to all consumers, regardless of their financial situation. Since, there are consumer groups with low purchasing power who lack the necessary goods and services, then market participants need to support economic and political actions aimed at solving this problem.
Principle of economic efficiency	The level of satisfaction of the needs of society depends on the efficiency of using limited resources. In order to increase the efficiency of marketing activities, it is necessary to create and maintain a competitive environment. The presence of constant competition and well-informed buyers supports high quality products and relatively low prices, allows you to identify the "best" types of goods and services.
Principle of innovation	The marketing system stimulates genuine innovation, which ensures minimization of costs for the production of goods and services and the development of their new types, that meet the constantly changing consumers' demands
Principle of training and informing the consumers	Education and consumer awareness can meet the needs and improve the well-being of the population in the long perspective. Ideally, companies should provide comprehensive information about their products and services. Consumer groups and government bodies also have the right to provide information and make their assessments for which media, the Internet and other communication channels can be used
Principle of consumer protection	Since modern goods are usually very complex, often even trained consumers cannot give them a qualified rating. There is an objective need to protect the interests of consumers, taking into account the results of an independent assessment of the levels of food safety, medicines, toys, household appliances, fabrics, cars, as well as honesty and professionalism in the service sector. Consumer protection also covers the production and marketing activities of a company that can harm the environment.

Source: systematized by the authors considering [3, 5, 8, 10]

The principles of the strategy of society development are as follows: decentralization of management; social partnership; subsidiarity; mobility and adaptability; allocation of competencies. In general, the present figure represents logical framework of the concept of socially-oriented marketing at the macro and micro levels under current conditions following the European integration component.

The implementation of the Association Agreement between Ukraine and the European Union stipulates to Ukraine specific list of activities among which the most important and the most difficult is the commitment to harmonize Ukrainian legislation

with European standardization norms. Association Agreement between Ukraine and the EU emphasizes the need for harmonization of the regulatory environment in Ukraine with the relevant rules and regulations of the EU, strengthening technical cooperation by improving, institutional component, dealing with metrology, standardization, market surveillance, certification and accreditation, promotion of the development of a qualitative, efficient and mutually beneficial system of standardization, accreditation, conformity assessment and market supervision in Ukraine.

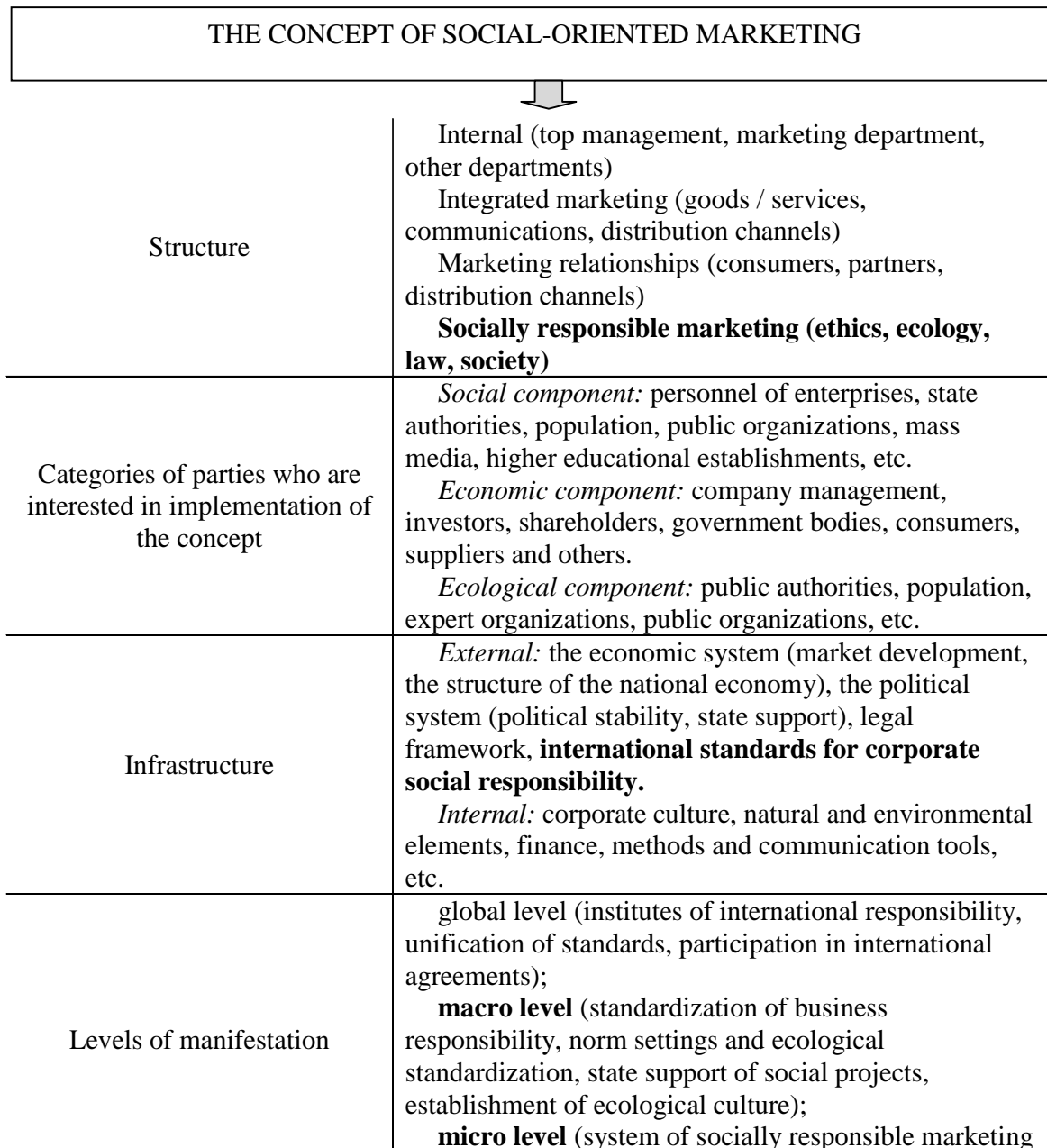


Figure 1. Logical structured diagram of the concept of social-oriented marketing (compiled by the authors)

Corporate social responsibility is another area in which the EU has several standards and paid a lot of attention. In Ukraine, at the legislative level, there is no such concept and there is no incentive for businesses to implement the principles of CSR in their activities. All activities in this area are solely the initiative of socially responsible business and relevant marketing actions. Consequently, there is a need to develop and implement the concept of social-oriented marketing both at the state level and at the enterprises' level in the context of the Association Agreement between Ukraine and the EU.

Corporate social responsibility is primarily a systemic activity of the corporation, which aims to reconcile its interests with the interests of partners and customers. Accordingly, the company develops value benchmarks in the social, ecological and economic aspects, defining the scope of their activities for their partners, customers and staff. On this basis, key goals and indicators are developed: estimates of revenue and profit, open activity reports, which involved competent experts to increase confidence in this information. In this case, CSR should develop in close connection with the main activities of the company, increase its income, promote the development of competitive advantages [1, p. 126].

It should be noted separately that in the Ukrainian business environment, CSR has its own specific features: the overwhelming focus on climate change in the company, on human reproduction activities, alignment with international standards in the field of quality and environmental protection (ISO-9001, ISO-14001). In order to stabilize the company in the long run perspective, it must be secured financially, minimize the negative impact on the environment [1, p. 127].

The world and Ukrainian experience convinces that even the most perfect legal and regulatory framework is incapable of taking into account and foreseeing all the nuances of the business entities' activity. Therefore, those commitments that the company takes over are indicators of its social responsibility. Thus, normative standardization documents (standards, guidelines, technical specifications, state classifications of socio-economic information) are recommended. With the consent of a particular subject, requirements for his economic activity increase, which indicates the level of his social responsibility. The similar mechanism is the international regulatory documents, such as the UN Global Compact and international standards for corporate social responsibility, which reproduces the principles and rules of business ethics established during the nineteenth and twentieth centuries, which have gained universal acceptance [4]. But the practice of CSR focuses on the needs of a wider range of stakeholders (partners, consumers, shareholders, etc.), and therefore goes beyond the principles of the UN Global Compact.

International standards of CSR eliminate different approaches to ethical assessment of business practices in different countries, generalize multiyear experience

of developed countries in this area, make it possible to identify and compare the status of CSR around the world, and for developing countries, help to prioritize in developing their own CSR tools. Since 1987, several international standards for CSR have been adopted, some of them are complex, some contain more specific requirements and require mandatory reporting on this activity, but all of them have one common goal – to attract the attention of businesses and individuals to the necessity of observance of human values and preservation of the environment in their activity (Table 2).

Table 2 Basic international standards for socially responsible business

Name of standard	Year of acceptance	Scope of regulation	Key aspects
Standards of the ISO series 9000 (ISO 8402; ISO 9000; ISO 9001; ISO 9002; ISO 9003; ISO 9004)	1987	Enterprise quality management	needs of consumers of products
ISO 9001	1987 (as in force in 1994, 2000, 2005)	motivation of the top management of the enterprise	recommendations for implementation of quality management systems
EMAS (Eco Management and Audit Scheme)	1993	Enterprise management system	reducing the negative impact of the production sector on the environment, continuous improvement and development, taking into account recent advances and economic feasibility
ISO 14001:2004	1996	Environmental management	elements of an effective environmental management system
SA 8000:2001 Social Accountability	1997 p. (as in force in 2001 p.)	Labor relations	requirements for workers' rights to work and appropriate working conditions
ISO 26000:2010	2010	Socially responsible business	complex nature (environmental protection, economical spending of resources, etc.)

Source: systematized by the authors considering [6, 8, 9]

The international standards discussed above have contributed to the promotion of CSR throughout the world. It is necessary to emphasize that in the EU, social responsibility of business is an integral part of employment policy and social affairs, entrepreneurship policy, environmental protection and consumer rights, public procurement policies and external relations. In the Association Agreement with the EU, Ukraine pledged to harmonize its legislation in the field of standardization and certification in accordance with international standards, in particular regarding CSR.

CONCLUSION

In the modern globalized world, the stable long-term development of Ukrainian companies and organizations is inextricably linked with the overall development of CSR in Ukraine and the adherence to international standards in this area, which will result in lowering the tension in society, increasing the sense of security of citizens and preserving the environment.

The need to implement and support the concept of social-oriented marketing is due to the fact that it enables to effectively solution of socio-economic problems on the macro and micro levels, promotes harmonization of Ukrainian legislation in the field of standardization with European norms, gives competitive advantages to business structures on the international level.

BIBLIOGRAPHICAL REFERENCES

1. Antoniuk A.A. & Shmygol N.M. (2011). Ekologichna skladova korporatyvnoyi socialnoyi vidpovidalnosti: zvitnist, ocinka, doxidnist [Environmental component of corporate social responsibility: reporting, assessment, profitability]. *Derzhava ta regiony – State and regions*, 2, pp. 124-128 [in Ukrainian].
2. Kotler, Ph., Roberto, E.L. (1989) Social Marketing: Strategies for changing public behavior. Printice Hall. [in English].
3. Kuziak, V. V. (2012). Kontseptsii sotsialnoi vidpovidalnosti biznesu [Concepts of social responsibility of business]. Proceedings from MIIM '12: *IX Mizhnarodna naukovo-praktychna konferentsiia "Marketing ta lohistyka v systemi menedzhmentu"* – *The Ninth International Scientific and Practical Conference "Marketing and logistics in the management system"*, pp. 231-232. Lviv: Vyd-vo Lvivskoi politekhniki [in Ukrainian].
4. Sait «Merezha globalnogo dogovoru v Ukraini» [Site The Global Compact Network in Ukraine]. ungc.prgrf.com. Retrieved from <https://ungc.prgrf.com> [in Ukrainian].
5. Rymar, I. A. (2010). Sotsialna vidpovidalnist v systemi korporatyvnoho upravlinnia [Social responsibility in the corporate governance system]. *Visnyk Khmelnytskoho natsionalnoho universytetu – Bulletin of the Khmelnytsky National University*, 2, pp. 65-67 [in Ukrainian].
6. ISO International Organization for Standardization. [iso.org/iso/iso_survey2010.pdf](http://www.iso.org/iso/iso_survey2010.pdf). Retrieved from http://www.iso.org/iso/iso_survey2010.pdf
7. Melnyk, L.G. (Eds.). (2009). *Ustoichyvoe razvytye: teoriya, metodolohiya, praktyka [Sustainable development: theory, methodology, practice]*. Sumy: VTD «Universytetska knyha» [in Ukrainian].

8. Bennett, E A. (2017). Who Governs Socially-Oriented Voluntary Sustainability Standards? Not the Producers of Certified Products. – *World Development Vol. 91*, pp. 53–69. <http://dx.doi.org/10.1016/j.worlddev.2016.10.010> [in English].

9. Mahmoud, M. A.; Blankson, Ch.; Hinson, R. E. (2017). Market orientation and corporate social responsibility: towards an integrated conceptual framework. – *International Journal of Corporate Social Responsibility*. <http://DOI 10.1186/s40991-017-0020-1> [in English].

1. Kima, Jungsun; Songb, Hak Jun; Lee, Choong-Ki (2016). Effects of corporate social responsibility and internal marketing on organizational commitment and turnover intentions. – *International Journal of Hospitality Management (55)* pp. 25–32 [in English].

Scientific development and achievements

Copyright © 2018 by Akhnovska I., Andriushchenko K., Shergina L., Kovtun V., Antonenko I., Melnyk I., Avhustova O., Zakrevska O., Bagorka M., Bezuhla L., Bardash S., Osadcha T., Basyuk D., Muzychka Y., Belinska S., Moroz O., Kameneva N., Moroz I., Kepko V., Berezina O., Servatinska I., Bludova T., Galahova T., Tokar V., Bohatyryova G., Barabanova V., Boiko V., Boiko L., Bozhanova V., Ovechkina O., Kononova O., Budnyak L., Dobrovolska E., Calinescu T., Likhonosova G., Zelenko O., Faivishenko D., Finagina O., Pankova L., Kostyuchenko V., Petrov P., Grydzhuk D., Haiduchok T., Dmytrenko O., Honcharenko I., Shevchenko A., Hotra V., Ihnatko M., Illiashenko S., Bozhkova V., Derykolenko O., Kachula S., Kaplina T., Kaplina A., Kartseva V., Kolechkina L., Mykhailova N., Kniazieva T., Dielini M., Kovalova M., Kodatska N., Girman A., Koliada T., Muzychenko G., Kostyshina T., Kostyshyna A., Kyrnis N.

ALL RIGHTS RESERVED

Published by Sciemcee Publishing,
LP22772, 20-22 Wenlock Road
London, United Kingdom
N1 7GU

Sciemcee Publishing is part of SCIEMCEE.

It furthers the SCIEMCEE's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

No part of this publication may be reproduced in any manner without the express written consent of the publisher, except in the case of brief excerpts in critical reviews or articles. All inquiries be address to Sciemcee Publishing, LP22772, 20-22 Wenlock Road, London, N1 7GU or publishing@sciemcee.com.

First Edition: 2018

A catalogue record for this publication is available from British Library.

Sciemcee Publishing has no responsibility for the persistence or accuracy of URLs for external or third-party internet referred in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Every effort has been made in preparing this book to provide accurate and up-to-date information which is in accord with accepted standards and practice at the time of publication. Nevertheless, the authors, editors and publishers can make no warranties that the information contained herein is totally free from error. The authors, editors and publishers therefore disclaim all liability for direct or consequential damages resulting from the use of material contained in this book. Readers are strongly advised to pay careful attention to information provided by the book.

Sciemcee Publishing also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

Sciemcee Publishing books may be purchased for educational, business, or sales promotional use. For information, please e-mail the Sciemcee Publishing at publishing@sciemcee.com.

ISBN 978-1-9993071-0-3

Includes bibliographical references and index.



