SCOPE ACADEMIC HOUSE

5th International Conference
«ECONOMY MODERNIZATION:
NEW CHALLENGES AND INNOVATIVE PRACTICE»

November 12, 2017, Sheffield, UK

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PRESSING PROBLEMS OF THEORETICAL AND PRACTICAL ECONOMICS

METHODOLOGICAL APPROACH TO THE STUDY OF ISSUES OF ECONOMIC GLOBALIZATION, BASED ON THE PRINCIPLES OF SYNERGETIC THEORY

*L. Bazhutkina*¹

Abstract

The proposed article addresses the need to provide a qualitatively new security paradigm-a global one, since a sustained strengthening of global security is possible only if fundamentally new economic relations are formed. This approach should be reflected in a new global security architecture based on a constructive multipolar world on the principles that unite the world. At present, the question arose about the transition to a fundamentally new economic and social model of world development. Emphasis is placed on the growing globalization of the economy, the sharply increased interdependence and interaction of economic, social and environmental factors.

Keywords: globalization, innovations, information, information space, communicative dialogue.

Contradictory and complex processes are taking place in the modern world economy.

Particularly difficult is the achievement of economic growth in developing economies, since there is an outflow of capital from here. The deterioration of investment conditions and the instability of economies, dependence on external shocks have caused such a movement of capital. This behavior of capital carries not only the danger of lowering the level of investment and slowing down the growth of the economy, but also leads to a weakening of currencies and negative balances.

The index of the level of globalization in the world characterizes globalization as a process that produces complex relationships and interrelationships mediated through a variety of flows, including people, capital, ideas, etc.

According to this index, in the first four leaders are European countries: Belgium (92.3), Ireland (91.79), Netherlands (91.33), Austria (89.48).

Russia is on the 48th place (67.78), Georgia - on 64th place (61.56), China - on 73rd place (59.43).

It should be noted that the main thing is if the country is ready to integrate with all the parameters with a positive result for the national economy, as glob-

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alization brings not only great opportunities, but also serious challenges and consequences. For example, China, which has only 73 place, does not prevent it from being one of the leaders of the world economy [1].

A feature of the development of the world economy is the process of strengthening interaction between countries, which is reflected not only in the indicators of trade, but also in the movement of capital, as well as in reproductive processes.

The financial segment of the world economy has become a productive sector of the economy that produces new financial instruments.

Financial technologies have generated financial instruments that have led to the emergence of excess money supply.

Further trends in the development of the world financial market can be associated with cardinal changes that would contribute to the formation of a new sustainable mechanism, as more and more sophisticated tools appear in the financial market.

Transnational companies have a significant impact in the context of globalization on the development of the world economy.

In this case, the directions of impacts carry both a positive and a negative effect.

The fact that TNCs stimulate production growth, expand the boundaries of international cooperation, promote competition, etc. showed the world practice.

At the same time, the activities of TNCs increasingly go abroad and states are under the influence of their interests.

In global world markets, TNCs adhere to a technical and financial strategy that includes:

- vision of markets and competition at the global level;
- knowledge and use of their competitive advantages. Global markets have, as a rule, an oligopolistic structure and therefore the forces of just a few companies prevail here;
- control of trade and financial operations on a global scale. Even control and regulation at the level of the US, EU, Japan already affects the development trends in the world market;
- ownership of high-tech industries;
- location of industries in countries and regions benefiting from political, economic and investment terms;
- coordination and regulation of activities with the application of new information technologies capable of providing flexibility in the management of production;
- integration of production into the network of other TNCs [2].

Large companies with extensive structure and capabilities may have an impact on the economic policies of states.

Countries are becoming dependent and unable to make full use of the instruments of macroeconomic regulation.

Economic policies are becoming inefficient, and economic processes are not manageable.

Macroeconomic management instruments such as customs, refinancing rates, accounting rates, currency regulation through intervention by the central bank, etc. can no longer have an impact on the economy, or the effect of their application is unpredictable.

A particular feature of the development of the world economy is the increasing role and influence of transnational banks (TNBS) in the global financial market.

Transnational banks are a kind of financial transnational corporation. Their appearance is connected with the activation of the processes of integration in the financial sphere.

Transnational banks (TNBs) are a large, branched and complex structure that organizes financial processes at various levels - from the micro level to the global and the most diverse nature - from simple trade services to investment and the production of new financial instruments and technologies.

Transnational banks represent a rather complex structure that reproduces multi-level and multidimensional processes and mechanisms.

TNBs and TNCs control the level of competition, the links between industrial and banking capital, credit, currency, investment, etc. operations in the world financial market.

The size of activities and diversity in activities make TNBs the most competitive organizations, resistant to external shocks, with the ability to influence processes not only within their own country but also beyond [3].

The most indicative in terms of the impact of TNCs and TNBs on the world economy is the quantitative analysis of their activities.

The main indicators used for quantitative analysis are:

- market capitalization,
- amount of assets,
- number of missions and units in other countries.

Increasing the role of banking structures is characteristic not only of national economies, but also of the entire world economy.

Large national banks, outside their economies, are able to integrate into the international market and become an even larger structure, TNBs, which also contributes to the emergence of new technologies and instruments in financial market. On the other hand, large banks are also influencing global trends by changing the direction of capital flows.

Transnational banks are responsible for the movement of capital and thus participate in the activities of stock markets, offer loans, analyze the financial markets in the world and on its basis can affect investment behavior, etc.

The quantitative analysis reflects the coverage of TNCs, their competitive positions, their capacity.

The analysis provides an opportunity to uncover trends in their development and make a forecast, to establish the economic and political influence of TNCs on national economies, and also to assess the flows of transnational capital in the international banking sector.

World experience has shown that the impact of TNCs and TNBs is not limited to one state and their strength extends to the regions.

They can set the conditions and scale of investment, distribute and redistribute risks in a crisis, take part in balancing and asynchronization of ties for profit on a global scale, and thus have the most pivotal influence on the world economy and the transformation of international economic relations.

The main conditions for the movement of the capital of transnational corporations and the expansion of global corporate governance have been the development of information technology and the creation of a global information and financial space.

The dynamic process of global economic development was predetermined by the ubiquitous spread of information technologies.

They linked the world into a single network, in which states are forced to give maximum attention to the quality of interaction in all spheres of society.

The use of new and traditional information technologies creates communication hubs parallel to the economic relations of states. Therefore, the development of cross-border communications is characterized not only by information inequality among states but also by the smoothing of disintegration processes between states. Information contacts allow countries and even regions to enter cross-border structures of power, administration, the network business, etc.

A feature of the modern perception of information can be called the relevance of society in greater visualization (photography, video, infographic and audio, etc.).

There is a transition from textual thinking to visual. Mobile communications, e-mail, blogs, pages in social networks distribute information much faster than television and radio broadcasts.

But here there was not a complete denial in favor of other forms of information transfer, but their integration [4].

Special attention should be paid to the development of social networks. They differ depending on the functional purpose.

Modernization of ways and methods of information dissemination and exchange occurs at a tremendous speed, squeezing time, eroding national borders and barriers, radically changing the structure of the global information space, and consequently, affecting the economy, trade, finance, culture, etc. , which in turn leads to the following contradictory processes:

- economic liberalization and social polarization of societies;
- modernization of production and oppression of national cultures under the pressure of certain media products;
- increased human needs and their simultaneous primitivization, etc.

Modern information technologies are forcing the world community to fundamentally change the way and principles of the organization of policies in the field of inter-state and international relations.

The quality of discursive tactics, the diversity of the use of sign language, communication tools and technologies that form social, economic and political processes are becoming increasingly important.

The new mechanisms of cross-border communications have undermined the capacity of previously influential institutions of power, the statuses and limits of the influence of ideologies, and the purposeful use of the resources of the active public.

The information market received huge opportunities to increase the range of media products.

Globalization has allowed a wide and deep penetration into the daily life of a person.

The unrestricted and rapid flow of business and other information has contributed to the intensive movement of capital, goods and services, leading to the emergence of a virtual form of capitalism.

The breakthrough in information technology is changing the patterns of social, economic, political, cultural and technical interaction of people within national and transboundary spaces.

Intelligent economic systems are creating new mechanisms for knowledge management and the economy as a whole, and are setting up political structures to build new social spaces around the world.

The information infrastructure consists of means of providing access to information resources for citizens and organizations [5].

The rate of transmission of information is not growing for years, but for quarters, showing sustained growth.

Great importance for the future of each country has the degree of state presence in the cyber economy and, accordingly, the willingness to bear certain but not small expenses.

Therefore, at present, the expenses for the development of computer telecommunications in modern states range from 4 to 10% of GDP.

At the same time, there is an interest among states in the mutual growth of communications between them.

The use of established contacts to some extent compensates for the structural inconsistency of national economies.

The emergence of new forms of communication and information freedom required the harmonization of financial and economic methods, mechanisms, principles, laws and instruments. Common standards have facilitated the transnationalization of production and capital.

Thus, the development and expansion of information highways, financial communications and synchronization will promote the convergence and fusion of the information and financial spheres at the global level and will create a new structure - a transnational information and financial oligarchy.

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CONCEPTUAL APPROACHES TO THE CONCEPT OF THE "GREEN" ECONOMY

R. Hansevjarov¹

Abstract

The proposed article addresses the concept of the "green" economy, the contours of which are considered in the OECD "green growth" programmes, which confirms the relevance and importance of the tasks to be undertaken in the modernization of the economy. Emphasis is placed on approaches to the formation of an organizational and economic mechanism for the development of territories based on the principles of "green growth", which will increase the productivity of using the region's natural and resource potential, reduce environmental pressures, and ensure environmentally sustainable economic development of regions and the country as a whole.

Keywords: innovations. innovative development, "green economy", economic growth, government support measures, development model, management effectiveness.

Rational consumption of natural resources means their effective use, based on innovative technological processes. As a rule, technological disproportion of resources leads to disproportions in the development of the national economy, inadequate technological base, and lack of sufficient motivation to save resources, etc.

One of the ways of transition to a "green" economy could be a change in the state's export policy.

The concept of a "green" economy is the basis for implementing a sustainable development strategy, since it in a complex integrates economic, social and environmental components. Sustainable development based on the principles of the green economy contributes to the conservation of environmental parameters as well as to the preservation of normal production processes [1].

The strategy of economic development is a new policy aimed at building a stable and efficient economy model based on the transition to "green" development, preserving the pace of economic activity while minimizing the use of resources, including hydrocarbon resources, reducing environmental risks.

The economic aspect of the concept of sustainable development is:

- rational and efficient use of finite natural resources,
- application of innovative, environmentally friendly-and non-waste technologies aimed at resource saving,
- increase resource efficiency,
- production of environmentally friendly goods.

Ensuring the growth of energy efficiency is one of the directions for the industries of the national economy.

The reason for this lies in the branch structure of industry, dominated by energy-intensive industries, the use of predominantly morally and physically

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outdated technologies in industrial enterprises that do not contribute to reducing energy intensity.

The energy resources needed for domestic needs can be obtained not only through increased production of raw materials, construction of new energy facilities for traditional technologies, but also through the introduction of innovative technologies obtaining electricity from alternative sources.

The main attention should be paid to the environmental modernization of production.

However, the measures taken so far to introduce environmental technology and technologies have not radically addressed the problems of resource saving and resource efficiency.

The main role in increasing the energy efficiency is given to modern energy-saving technologies, so that their use improves saving energy resources, increasing production efficiency and minimizing the negative consequences for the environment.

It is necessary to note the possibility of using inexhaustible and ecologically safe solar energy, which can be used effectively enough to convert to thermal, chemical, electrical and mechanical energy [2].

Ecologization of the economy is the basis for environmentally balanced development, since the principles of sustainable development can be realized only when meeting environmental requirements related to reducing resource intensity and increasing energy and resource efficiency, which entails the need to green the production and technology.

Ecologization of production is a tool for ensuring environmental safety and achieving sustainable development, combining socio-environmental and economic processes based on the adoption of interrelated economic, technological and social solutions that contribute to the effective achievement of environmental goals and objectives.

One of the directions of using renewable energy sources is the introduction of solar radiation sources into industrial production in various technological processes.

In favor of the use of renewable energy sources, the following arguments can be cited:

- renewable energy is the fastest and cheapest way to solve the problems of electricity supply to enterprises;
- construction of renewable energy facilities pays off in a short period of time
- in the technologies of renewable energy, the latest achievements of innovative developments are realized.

Technological processes need to be viewed from the perspective of their environmental sustainability, i.e. to what extent they have an impact on the environment. If processes, acting in a certain way on the environment as a whole, do not disrupt the functioning of ecosystems, they may be considered relatively green.

Technological processes that have a negative impact on the environment and create increased man-caused loads are considered non-ecological [3]

As you know, a large amount of thermal power for heating and cooling is required in technological processes.

An actual solution of environmental problems in modern realities can be called the development of industries that are not directly related to the exploitation of natural resources and conservation activities.

That is, there is a need to implement alternative options. It should be noted that it is possible to significantly improve the environmental situation through structural and technological transformation of the economy, which should be based on environmentally balanced activities of manufacturing enterprises.

Structural restructuring of the economy will reduce the burden on ecosystems.

Some estimates show that the structural and technological rationalization of the economy can release 20 to 50% of inefficiently used natural resources while increasing economic efficiency, which contributes to the effect of decoupling.

Achieving the decoupling effect is possible if the following conditions are met:

- improvement of existing and implementation of innovative low-waste technologies with closed cycles aimed at increasing resource efficiency of raw materials use;

- significant reduction in the number of resource-intensive industries with a high level of emissions and waste in the industrial structure of industry;

- comprehensive development of related industries with closed technological processes aimed at the use of secondary resources and wastes of major production;

- construction and use of modern treatment facilities with a high degree of emission capture and waste recycling [4].

One of the measures that can change the current state of affairs can be the introduction of government regulation measures by taking appropriate taxes on exported raw materials produced by extractive companies in quantities exceeding the design capacity of domestic refineries.

It seems expedient to develop a unified system of taxes that would be applied to all industries and would end with the production of finished products. In this case, the amount of taxes in the form of excises, payments for subsoil use and others may have the maximum values for the extraction of raw materials. At subsequent stages associated with processing, the amount of taxes should decrease.

The adoption of a set of tax measures will improve the rational use and environmental and economic efficiency of production for sustainable development of the national economy.

The most appropriate are the development and implementation of environmentally friendly biotechnologies, recycling technologies (reuse or recycling of waste products), as well as low-waste technologies, which will contribute to the path to sustainable development and allow for the transition to a "green economy".

It should be noted that the main direction of solving socio-economic and environmental problems is the rationalization of the use of raw materials, consisting in their integrated cost-effective and environmentally safe, that is, balanced use.

In this regard, it is necessary to determine:

- an increase in the depth of processing of hydrocarbon resources based on the introduction of innovative technologies aimed at increasing resource-efficient use and obtaining a wide range of high-quality products.

The increase in the Nelson index of oil refineries through the equipping of production facilities with technologies with a high coefficient of complexity will improve the quality of products produced by the plants and more efficiently process crude oil. In connection with the deterioration of environmental characteristics of the environment, the issue of introducing European quality standards for various types of fuels produced by oil refineries is of relevance.

- pay attention to the complex processing of natural and associated petroleum gas, which is a valuable raw material for the development of gas chemical plants for the production of polyethylene and polypropylene, which will make it possible to use gas not only as fuel..

- apply technologies of complex extraction of all useful components. Rational use of raw materials through the transition to resource-efficient innovative technologies that allow processing of raw materials with qualitative characteristics, the use of which is advisable only with multi-component extraction of products will yield significant economic benefits.

- refining and petrochemical facilities consume significant amounts of energy and fuel (fuel share amounts to 45%, heat energy - from 40 to 42%, electric - about 15% in the energy balance). The high energy intensity of a unit of production at oil refineries in the country depends not only on the use of outdated technologies, but also, to a large extent, on the utilization of the plant's capacities with the raw petroleum raw materials.

With the existing condition, refineries have a capacity utilization of about 70%, as a result of which the fuel and energy consumption is much less than was provided for by the feasibility study when putting these facilities into operation. There is a need to reduce energy intensity through the introduction of energy-saving technologies and the use of alternative power sources. Electricity production based on renewable energy sources with a partial substitution of traditional energy based on the use of oil and gas resources will reduce consumption of non-renewable energy resources, as well as the burden on ecosystems.

- in the solution of the problem of rational use of hydrocarbon resources, the processing of oily waste products, including, in particular, oil sludges (oil sludge), as well as other wastes suitable for recycling, is of great importance for increasing the resource efficiency of their use and reducing environmental damage. Processing of oil and gas raw materials using low-waste processes will significantly reduce the resource intensity and increase the resource efficiency of the products.

Thus, the conducted research made it possible to determine the main target directions of economic development that will contribute to sustainable economic development and implement the principles of the concept of the "green economy" [5].

The strategy of transition to "green" development should be aimed at the creation and development of oil refining, petrochemical and gas chemical production facilities by deep complex processing of hydrocarbon resources based on the use of economically viable and environmentally efficient innovative technologies. Solving these problems will allow us to use competently valuable hydrocarbon raw materials, to receive products with high added value.

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GLOBAL ECONOMY

IMPLEMENTATION OF THE ANALYSIS OF OFFICIAL CONDUCT OF CUSTOMS OFFICIALS IN THE PREVENTION OF CORRUPTION

D. Sharipova¹, Z. Uralova²

Abstract

In this article, authors as an important way to prevent corruption and improve the system of personnel management in the customs bodies suggests the analysis of official conduct of customs officers, which is an important requirement to create a new, modern, appropriate international approaches, the theoretical and methodological framework for personnel management. In this connection, the authors develop a technique for conducting an analysis of official behavior of customs specialists, which should be based on a differentiated approach to the organization of educational and preventive work, specific measures are proposed to strengthen the human resources and strengthen anti-corruption activities, and practical proposals for improving preventive and preventive activities in the customs bodies of the Republic of Uzbekistan.

Keywords: problems of personnel management, increased risk conditions, official behavior, emphasis on personal qualities and psychological characteristics of employee behavior, analysis of misdemeanors, identification of possible job risks, analytical program to study staff behavior, prevention of misdemeanors in customs, counteraction to corruption.

Among the features of the modern world is the continuous growth of the processes of globalization. Changes in the working conditions of customs bodies, qualitative changes in the customs business make demands for the creation of a new modern international approach to the theoretical and methodological framework for personnel management. Liberalization processes and "implementation of measures indicated in the third direction -" Development and liberalization of the economy "of the Strategy of Action for the five priority development directions of the Republic of Uzbekistan in 2017-2021", provides for expansion of foreign economic relations, introduction of modern technologies for the production of export-oriented products "[1] , which are closely related to the need for an adequate improvement of the personnel management system in the customs bodies of the Republic of Uzbekistan. Since the development of customs personnel is a strategic task of the state's customs policy, one of the main factors ensuring economic security, the stability of the state's balance of payments, timely receipt of foreign exchange earnings from exports, preventing the import of counterfeit and contraband products, export control, proper use of foreign economic regulation instruments of Uzbekistan for sustainable economic growth

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and welfare of citizens. The quality of personnel is largely determined by the level of their competence and professionalism. The First President of the Republic of Uzbekistan I. Karimov noted that: "Human potential is the most active, most creative factor that ensures dynamic progress of the country along the way of reforms and radical reforms". [2]

But the reality of today has revealed the problems of personnel management, the methods of solving which remain the weakest link in the overall system of customs administration. This is a high degree of uncertainty of risk situations in the selection and placement of personnel and dependence on external (uncontrolled) factors;

- complex functional interactions and connections of customs departments, the unresolved nature of which forms duplication of functions and irrational workload of both individual employees and the units themselves;

- constant change in functional duties, the workplace of rotated employees, and the impact of the adaptation period on the quality of work performed;

- in the increased risky conditions of economic integration in ensuring economic security, the human factor is growing, which was emphasized in the Program on Reforming and Modernizing Customs Services of the states [3], developed by the World Customs Organization. All this confirms the urgency of implementing preventive and preventive measures to use human potential in customs administrations around the world, including the improvement of the personnel management system in the customs bodies of the Republic of Uzbekistan.

In order to improve the mechanisms of combating corruption and improve the effectiveness of anti-corruption measures on the basis of paragraph 2.4. "Improving the system of combating crime and preventing crime" "Strategy of action for the five priority development areas of the Republic of Uzbekistan in 2017-2021", preventive and preventive measures have been taken to prevent misdemeanors in customs bodies.

To implement the above measures, it is necessary to develop a methodology for analyzing the professional behavior of customs specialists, which should be based on a differentiated approach to the organization of educational and preventive and preventive work with the need to complete the transition from individual activities to the formation of its system, more precise planning, consolidated interaction of functional and management structures in one customs authority.

Since everyone knows that the work behavior, professionalism and dedication of the staff is the result of the influence of the management of the organization on each of its employees. What is important is not so much the potential of the personality of the employees, but rather the managerial mechanism to which they react and, as a consequence, decide - to increase or decrease their usefulness. The presence of a person with high intelligence or some other abilities is not yet a guarantee that he is using them for the benefit of his organization, since the owner of these undoubted advantages can dispose of them otherwise, for example, perceiving the workplace as an additional resource for the growth of his personal well-being, without regard for the interests of the organization.

At present, all the functional departments of the customs authorities constantly improve their professional knowledge, study the newly adopted legal and

regulatory documents related to customs regulations, administration and other current changes in national legislation. The assimilation and knowledge of the above-mentioned are insufficient when performing complex, daily routine tasks and duties of customs officers. A weak level of educational work, indiscipline, debauchery, carelessness and lack of culture are often the reasons for the adoption of superficial, illiterate and irresponsible decisions in the implementation of customs clearance and control, entail a violation of customs legislation. If the organization needs conscientious and honestly performing professional staff, then it is necessary to emphasize the personal qualities and psychological characteristics of the employee's behavior.

These and other above-mentioned facts of the negative behavior of customs personnel are the logical basis of the methodology for conducting an analysis of official conduct in order to prevent misdemeanors in the customs bodies of the Republic of Uzbekistan. Negative behavior of customs personnel is manifested in the identification of such facts as incorrect designation of the commodity code on TN VED; incorrect indication of the weight of the goods, its quantity in additional units of measurement; incorrect specification of the code of the goods transport properties; incorrect calculation of the statistical value of the goods; incorrect calculation of customs payments; the discrepancy between the indicated currency in the declaration and the currency of the contract; incorrect or incomplete indication of information relating to the description of the goods, as well as the design of consumer goods that have different trademarks, models, brands, technical properties, and other errors made when checking the cargo customs declaration - all these facts affect the reduction in the volume of customs payments or contribute to evasion of payments) and are facts of corruption manifestations.

Prevention of the above facts of violation of the customs legislation as tactical tasks for the implementation of preventive and preventive works at customs posts, complexes, offices will logically be included in the field in the duties of the commanding staff. Since chiefs are officials of the primary level of management who plan, organize, control all the processes of customs, currency control, clearance, customs value determination, customs payments and other types of customs activity. For the daily monitoring and evaluation of the results of the functional activity of customs specialists, the heads of customs posts are obliged to carry out, on the basis of the Order of the State Customs Committee of the Republic of Uzbekistan No. 185 "On putting into effect" the Standard Procedure for the Integrated Assessment of Customs Officers of All Categories "dated 20.08.2011 [4] with the simultaneous use and legal and educational impact on personnel management, which must necessarily lead to qualitative changes the officers and inspectors. But in this "Order" there are no measures of educational and preventive-preventive nature and responsibility for their implementation. In this regard, it is proposed to include in the functional duties the chiefs of posts, offices and units approved by the Order of the State Customs Committee of the Republic of Uzbekistan No. 267 "On Approval of the Charter on the Customs Passage of the Republic of Uzbekistan" of 8.11.2011, responsibility for the implementation of educational and preventive-preventive measures. [5]

Such legal consolidation will contribute to strengthening human resources and strengthening anti-corruption activities, as well as improving preventive and preventive activities in the customs bodies of the Republic of Uzbekistan.

In this regard, in order to prevent negative behavior of personnel in the customs authorities, it is advisable:

to develop an analytical program on the study of staff behavior that should be introduced into the preventive maintenance system and should become a progressive school for preventing corruption and raising professional staff for customs authorities. the analysis of the official behavior of customs personnel will allow to reduce or avoid interpersonal conflicts, "boss-subordinate" conflicts, misdemeanors, violations of the customs legislation of administrative penalties, penalties, etc. ;

In this connection, the authors of the article propose the following practical measures:

to develop the "Program of struggle against corruption in the customs bodies of the State Customs Committee of the Republic of Uzbekistan", as well as a plan of measures to implement this program;

in order to determine possible official risks leading to corruption, in the functional departments of the Central Office of the State Customs Committee to carry out a full inventory of regulatory and legal documents, in order to comply with the Law "On Combating Corruption" [6];

to develop normative and legal documents that determine the compliance by officials of customs bodies of rules, restrictions and prohibitions that are mandatory in the course of performing their functional duties;

perfection of analytical personnel activity at check of the information presented by the persons accepted in customs bodies;

develop criteria and procedure for selecting candidates for positions with a high degree of danger of corruption among customs officials;

to develop normative and legal documents on the basis of which the responsibility of customs officials who recommend an employee when appointing to a higher position is determined;

organization of diagnostic and analytical work in the system of preventive and preventive work to identify employees of customs authorities prone to offenses;

the organization of a permanent work on the legal and financial examination of the financing of contracts from the budget and from the account of the special fund of the State Customs Committee;

to constantly analyze the reasons for bringing officials to disciplinary and criminal responsibility. Based on the results of the conducted analysis, plan actions to prevent such actions.

All of the above will help to strengthen the human resources and create anti-corruption activities, as well as improve preventive and preventive activities in the customs authorities.

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ISSUES OF AGROINDUSTRIAL COMPLEX

NORMATIVE FUNCTIONS OF THE STATE LAND FUND OF THE REPUBLIC OF BULGARIA

V. Yordanov Velkovsky¹

Abstract

The State Land Fund of the Republic of Bulgaria covers agricultural land, which is state-owned. The rights of owner of the lands from the State Land Fund are exercised by the Minister of Agriculture, Food and Forestry of the Republic of Bulgaria. The lease of land from the State Land Fund for rent or lease is done in two ways: through auction or competition. The replacement of the agricultural land of citizens and legal entities and municipalities can not be carried out with lands of the State Land Fund. The Minister of Agriculture, Food and Forests issues an order for the establishment of a right to build on a property from the State Land Fund upon approval of the site and entry into force of a detailed development plan. For the establishment of easement on property from the State Land Fund, the Minister of Agriculture, Food and Forestry issues an order after the entry into force of a detailed development plan - a plot plan. With a concession granted by a decision of the Council of Ministers of the Republic of Bulgaria, within which concession falls property from the State Land Fund, the Minister of Agriculture, Food and Forestry issues an order for the establishment of a real right to use after the entry into force of a detailed development plan. The effective use of land from the State Land Fund of the Republic of Bulgaria is related to specific texts and legal norms, which entitle the Minister of Agriculture, Food and Forests to exercise control. Control functions are also assigned to two other legal entities - the Municipal Services of Agriculture and the Regional Directorates "Agriculture".

Keywords: State Land Fund, Minister of Agriculture, Food and Forestry, land, law, regulations, exchange, right to use, right to build, easement, concession, property, registration office.

Introduction

According to the wording of Article 47, paragraph 1 of the Rules for the Application of the Law on Ownership and Use of Agricultural Land [www.ciela.net], the State Land Fund of the Republic of Bulgaria covers agricultural land which is state-owned. The State Land Fund also includes agricultural land which is:

- built;
- or are adjoining areas to farm buildings.

The rights of owner of the lands from the State Land Fund are exercised by the Minister of Agriculture, Food and Forestry of the Republic of Bulgaria.

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In his capacity of owner, with the legal capacity given to him in the norm of the art.47, para.1 of the Rules for Implementation of the Law on the Ownership and Use of Agricultural Land, the Minister of Agriculture, Food and Forestry implements the legislative functions of the State Land fund.

What are these features?

Firstly, the Minister of Agriculture, Food and Forestry leases land from the State Land Fund;

Secondly, the Minister of Agriculture, Food and Forestry leases land from the State Land Fund;

Thirdly, the Minister of Agriculture, Food and Forests establishes limited real rights over land from the State Land Fund;

Fourthly, the Minister of Agriculture, Food and Forestry sells the lands of the State Land Fund by auction;

Fifth, the Minister of Agriculture, Food and Forestry replaces the monetary equivalent of agricultural lands with land from the State Land Fund.

The purpose of the report is precisely the normative functions of the State Land Fund in the Republic of Bulgaria.

The subject of consideration and analysis is the legal technology in the performance of these functions.

1. Lease of land from the State Land Fund for rent or lease.

According to the norm of art. 24a, para 1 of the Law on the ownership and use of agricultural land, the lease of the land from the State Land Fund for rent or lease is done in two ways: by auction or competition.

On the basis of the results of the auction or contest, a lease or lease contract is concluded. The specific for the lease of agricultural land from the State Land Fund is that the term of the contract may not be longer than 10 years.

The norm of art. 24a, para 2 allows exceptions from the regulation in art. 24a, para 1 - granting land from State land fund without auction or competition.

When?

a /when the lands are occupied with permanent crops or on them, permanently attached functional irrigation facilities are built;

b / when the land was not used, two or more business years;

c / when the land will be used by the owners of livestock farms if the farm animals are registered in the integration system of the Bulgarian Food Safety Agency;

d / etc.

In the text of Article 24a, paragraph 3, a legal opportunity was given to the Minister of Agriculture, Food and Water, on the proposal of the Regional Directorates "Agriculture", to determine small property from the State Land Fund.

These properties can be rented for one year also without auction or competition.

2. Replacement of agricultural land from State Land Fund.

According to the wording of Article 24d (1) of the Law on the Ownership and Use of Agricultural Land, the replacement of agricultural land of citizens and legal entities and municipalities can not be carried out with land from the State Land Fund.

Exceptions are allowed only for the cases referred to in Article 24d, paragraph 2.

When are exceptions applied?

a / where replacement is a means of terminating joint ownership;

b / where replacement is the only means of fulfilling obligations under an international treaty;

c / when the properties to be replaced are included in a project for the consolidation of agricultural land.

The Minister of Agriculture, Food and Forestry is the body that gives the final written statement for replacement within one month.

In the case of a positive opinion, it shall state the conditions under which the replacement will take place.

To carry out the replacement, the Minister of Agriculture, Food and Forestry issues an order.

Within one month from the notification of the order, the person concerned pays the taxes, fees, expenses and other payments due. Within one month after the payments have been made, a written contract shall be concluded, which shall be entered at the Registry Office at the location of the property at the expense of the applicant.

When can landowners acquire land ownership rights from the State Land Fund?

The conditions for acquisition are regulated in the norm of art. 24e, para 1 of the Ownership and Use of Agricultural Land Act.

These conditions refer to the legal opportunity granted to owners of fruit plantations.

They may acquire title to agricultural land from the State Land Fund at market prices after five years of planting and provided that they are:

a / created and used under a contract with the Minister of Agriculture, Food and Forestry;

b / acquired through privatization transactions;

c / etc.

Pursuant to the provisions of Article 26 of the Law on the Ownership and Use of Agricultural Land, the Minister of Agriculture, Food and Forestry or persons authorized by him may grant to the citizens gratuitous the right to use the State Land Fund.

These lands are:

- or poorly productive;

- or are located in areas with a reduced demographic potential, determined by the Council of Ministers of the Republic of Bulgaria.

3.Establishment of limited real rights over landed properties from State Land Fund.

A / Establishment right to build.

According to the provisions of Article 46, paragraph 20 of the Rules for the Application of the Law on the Ownership and Use of Agricultural Land when, under the special law, it is stipulated that the establishment of a right to build is done without a tender or competition, the Minister of Agriculture, food and forests, issue an order for the establishment of a right to build on a property of the

State Land Fund upon approval of the site and the entry into force of a detailed development plan.

The contract shall be concluded after payment of the value of the right to construction, determined by the order of art. 24, para 3 of the Law for the ownership and use of the agricultural lands.

The contract shall be entered in the Registry Office;

B / Establishment of easement on a land property by a State Land Fund.

According to the provisions of Article 46, paragraph 21 of the Regulation on the Application of the Law on the Ownership and Use of Agricultural Land, for the establishment of easement on property from the State Land Fund, the Minister of Agriculture, Food and Forestry issues an order after the entry into force of detailed development plan - plot plan.

The contract shall be concluded after payment of the indemnity for the establishment of the easement and shall be entered in the Registry Office;

C / Right to use land from the State Land Fund under a concession.

According to the provisions of Article 46, paragraph 24 of the Rules for the Application of the Law on the Ownership and Use of Agricultural Land, a concession granted by a decision of the Council of Ministers of the Republic of Bulgaria, within which concessions fall from the State Land Fund, the Minister of Agriculture, Food and Forests, issues an order for the establishment of a right to use after the entry into force of a detailed development plan.

The contract is concluded for the duration of the concession, after paying the value of the right of use. This contract is also entered into the Registry Office.

4. Control functions of the Minister of Agriculture, Food and Forests on the exercise of the statutory functions of the State Land Fund.

The effective use of land from the State Land Fund of the Republic of Bulgaria is related to specific texts and legal norms, which entitle the Minister of Agriculture, Food and Forests to exercise control.

According to the wording of Article 47, but in particular in paragraph 7, the Minister was given the opportunity to:

- Changing orders;
- Cancels orders;
- Proposes to change or revoke decisions of the Council of Ministers for granted land from the State Land Fund.

These functions The Minister exercises in two legal situations:

a / dropping needs;

b / established violations in the use of agricultural lands by the State Land Fund.

Control functions are also assigned to two other legal entities - the Municipal Services of Agriculture and the Regional Directorates "Agriculture".

Who are they?

According to the wording of Article 47, paragraph 8 of the Regulations for the Application of the Law on the Ownership and Use of Agricultural Land Act, the Municipal Agricultural Offices annually carry out not less than two inspections - until 31 May and until 30 November of the lands of the State land fund.

The Municipal Agricultural Offices inform the Regional Directorates "Agriculture" about the state and land use of the State Land Fund.

How are checks made?

In the text of Art. 47, para 8 there are regulated two ways of carrying out inspections.

These are:

a / on-site inspections;

b / Checks from two document sources:

- Map of restituted property

- Cadastral map.

What is the sanction in the case of established illegal land use by the State Land Fund?

In case of unauthorized use, the Regional Directorates "Agriculture" require the seizure of such lands.

Conclusion

In the text of Article 24, Paragraph 7 of the Law on the Ownership and Use of Agricultural Lands it is regulated the impossibility of acquiring the lands of the State Land Fund by statute of limitation.

This text guarantees the legal protectionism on the State Land Fund in the Republic of Bulgaria in order to implement its legislative functions in a sustainable way.

From the point of view of creating a sustainable environment and sustainable development in some regions of the Republic of Bulgaria, a legal norm has been created, which provides the opportunity to acquire less productive land from the State Land Fund.

In the text of Article 26 of the Law on the Ownership and Use of Agricultural Land, such an opportunity is granted to the persons who have handled their land for more than ten years.

This right of ownership is acquired free of charge on the basis of an order of the Minister of Agriculture, Food and Forestry.

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PROBLEMS OF ECONOMY, ORGANIZATION AND MANAGEMENT IN THE INDUSTRIES OF THE NATIONAL ECONOMY

INVESTMENT ATTRACTIVENESS OF RESOURCE BASE OF HYDROCARBON RAW MATERIALS

O. Andreev¹

Abstract

The proposed article summarizes the scientific approaches to the essential investment attractiveness, identifies and classifies their types, features, key motives, positive and negative consequences, and classifies the main risks of attracting FDI into the oil-extracting sector. Special focus will be on classifying the factors of investment attractiveness to "soft" and "hard" principles of the possibility of their change. It is concluded that to increase investment attractiveness it is advisable to work with "soft factors", since the development of investment policy measures on their basis can give a fairly rapid effect.

Keywords: Innovation, investment attraction, oil-extracting industry, factors, risks.

In the scientific literature, many works and studies of domestic and foreign authors have been devoted to the study of the question of investment attractiveness.

Many researchers consider the concept of investment attractiveness from the point of view of a potential investor - as an investment environment.

In our opinion, investment attractiveness is a combination of various socio-economic, political and other factors that reflect the profitability and risks of investments in terms acceptable to the investor.

Investment attraction can be seen at different levels:

- groups of countries (trade or economic unions), country,
- region
- industry,
- enterprise
- structural unit of the enterprise that generates financial flows.

Analysis of concepts of investment attractiveness and investment potential indicates their strong interconnections, the presence of common characteristics and factors [1].

At the same time, according to individual authors, these concepts can be considered as distinct categories.

Investment attraction factors fall into the following categories:

- 1) factors of the existence of economic conditions;
- 2) factors of the national investment policy;

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3) factors accounting strategies of foreign investors.

Other various classifications of factors are also used in the scientific literature.

The following five major groups of factors for attracting FDI to the economy can be identified:

1) macroeconomic factors: market size, gross national product, cost of production, etc.;

2) infrastructure development: transport-logistical, financial, communication factors etc.;

3) implementation of economic and investment policies (national, regional, etc.);

4) ease of conducting business in the country;

5) geographical features of the market [2].

The oil-extracting sector plays a significant role in the economy, particularly in developing countries with a high level of hydrocarbon reserves and production.

In assessing the investment attraction of the oil-extracting sector, it is useful to analyse investment attraction at macro and micro levels: from the country as a whole to key enterprises in the oil-extracting sector.

Investment decisions in the oil-extracting sector are different from investment in other sectors of the economy. Investors in the oil industry need to assess the resource base, financial condition and potential of the company or project, whether it be the development of new deposits, a project to increase oil production, the modification of existing oil facilities and equipment, etc.

In the oil-extracting sector, there are various factors that the investor must analyse when making an investment decision.

The investment attraction of the oil-extracting sector can be divided into macro and microlevel factors.

At the macro level, the investment attraction of the oil-extracting sector is influenced by world oil prices, the country's main macroeconomic indicators, the stability of the national currency, as well as political stability, the protection of the rights of investors, The independence of the judiciary, the predictability of the legislative framework, the level of tax burden, the stringency of environmental regulation, etc[3.4].

At the micro level, the investment attraction of the oil-extracting sector depends on the existing level of oil reserves and production.

In addition, it may depend on the geographical location of oil-producing assets, the availability of other natural resources (water, etc.), capacity of transport, terrestrial and underground oil and gas infrastructure, the presence in the market of the necessary service companies, skilled engineering personnel, financial sustainability of oil-extracting sector enterprises and other factors.

Another common approach is to classify the factors of investment attractiveness by the principle of the possibility of changing them to "hard" and "soft".

"Hard" factors include those, which as part of the existing environment, cannot be changed in the short term and/or medium term. The possibility of influencing them is very limited.

"Soft" factors can be changed under the influence of an effective policy of

the authorities, taking into account the views of investors.

The "hard" factors of the oil sector include resource and geological factors such as oil reserves, initial production of existing wells, oil depth, and the complexity of hydrocarbon production.

In addition, the geographical location of the deposits, the size of the domestic market (e.g., the capacity of existing refineries and the consumption of petroleum products), the developed transport and energy Infrastructure, the availability of natural hydrocarbon resources (water), etc.

"Hard" factors make it possible to assess the cost of mining, which is one of the most important factors in determining the economic viability of investment in the oil and gas producing industry. For example, the low level of hydrocarbon reserves will result in high unit costs for the production of the deposit, and the high depth of oil will require increased drilling costs [5].

An analysis of the investment attraction of an enterprise is based on a range of factors:

- finance indexation of the enterprise: - revenue, profit before taxes, net profit, debt level.
- various financial efficiency factors: - ratio of debt to own funds, current liquidity ratio, turnover rate of assets, profitability of net profit sales, profitability of equity for net profit, and many others.

Along with financial indicators, it is important to assess the level of corporate governance, the effectiveness of the organizational structure of the company's management, the chain of creating its added value.

Important from the investor's point of view is the degree of technology and innovation in the company.

The evaluation can consider the use of technologies and innovations in the production of goods and services of the company, communication with scientific and research organizations, the availability of patents, technological and engineering developments, etc.

An important aspect of assessing the investment attraction of an enterprise is the effective management of human resources.

In this regard, it is important to assess factors such as the share of administrative costs and the remuneration fund at the total cost, turnover of staff, skills, the existence of labour disputes, adherence to the code of ethics, the effectiveness of the staff motivation system, etc.

The region's investment attraction analysis is based on an assessment of key factors of regional importance.

One of the most important factors is the assessment of the internal regional product and its relative weight in the country's GDP.

The assessment of the region's investment attraction also takes into account factors such as:

- socio-economic situation in the region, including trade with other regions,
- unemployment rate and availability of qualified personnel,
- level of infrastructure development in the region,
- features of regional taxation,

- proportion of unprofitable enterprises in their total number in the region, and so on [6].

In order to assess the region's investment attraction, special ratings can be drawn for the regions that assess their competitiveness.

The sectoral investment attraction is based on an analysis of the main factors and characteristics of the industry state, such as the value of mainstream returns on investment capital.

It is also important to assess at what stage of the life cycle the industry is, what prospects are projected, what support is provided to the development of the industry by the state.

Attracted foreign capital can have an ambiguous impact on the oil-extracting sector.

Attracting foreign capital places some obligations on the recipient of the investment, creates various forms of dependency and risks, including the risk of unbalanced economic development, environmental pollution and dependence of the economy on world market prices.

The first level of interest to the potential investor is the investment attraction of the country.

At this level, the macroeconomic performance of the country's economy as a whole, reflecting investment attraction, is considered. At the same time, it is important to determine at what stage of development is the country, what prospects are expected and what risks are possible in different time intervals.

The ratings of international organizations are a guide for investors.

In world practice, there are many different kinds of ratings that assess the various components of investment attraction, such as:

- level of economic development and competitiveness of countries,
- ease of conducting business,
- Openness of the economy,
- effectiveness of the legal and regulatory framework,
- scientific and technological capabilities,
- skills of the workforce,
- energy intensity of the economy,
- level of social satisfaction and other.

In addition, the impact of global trends, current and long-term fluctuations in the industry can be analysed.

The level of investment risk is also determined on the basis of this analysis.

There are different classifications of investment risks:

- economic risks: - trends in economic development, including inflation, fiscal balance, financial sustainability of enterprises, etc.;

- political risks: - political stability, election results, corruption, changes in legislation, protection of investor rights, intellectual property protection and other;

- social risks: - level of social tension, crime rate, etc [7].

As the empirical studies show, depending on the motives, the investor takes into account only certain types of risks.

Attracting significant amounts of FDI into the oil-extracting sector may

contain the following risks.

1.The risk of industrial imbalances, with a focus on the commodity orientation of the economy, the so-called "Dutch disease". In the oil-extracting sector this leads to the fact that most of the oil is exported.

2.Risk of increasing uneven regional development. A large volume of investment in a certain area of the country, rich in hydrocarbon deposits, often leads to economic backwardness in other parts of the country and to the migration of the population to the oil-producing areas.

3.The risk of a strong dependence of the economy on the external environment of oil prices would significantly destabilize the development of the national economy.

4.Risk of environmental pollution. Increasing emissions of harmful pollutants into the atmosphere, oil spills due to accidents, technological problems or direct environmental disturbances (e.g. drainage of drilling solutions to water bodies) pollute the environment, first and foremost the soil and water resources (including underground sources). The biological and social effects of oil projects depend on the preventive action of petroleum companies and their compliance with environmental requirements.

5. Risks of unsustainable use of natural resources, including through predatory exploitation.

A particular feature of investments in the oil-extracting sector is their ownership of resource-oriented investments.

In this regard, factors for assessing the investment attractiveness of the oil and gas sector have both common with other industries, and specific criteria.

Thus, unlike the rigid factors, the soft factors in the oil sector are less specific than those of other branches of the economy.

"Soft" factors, for example, may include:

- economic, political and social stability,
- independence of the judiciary,
- cost and availability of skilled workforce, etc.

In addition, soft factors include specific investment process factors:

- legislation,
- implementation of investment projects involving foreign investors;
- interest of the authorities in attracting FDI,
- investor orientation, etc. These factors affect not only the oil-extracting sector but also other sectors of the economy [8].

It is clear that the state has much greater capacity to improve "soft" factors. In this regard, it is appropriate to work with soft factors to increase investment attraction in the short term: - development of "soft" investment policy measures can have a fairly rapid impact.

Measures in the oil sector could be aimed at increasing the efficiency of oil production and reducing the costs of oil production companies, including through the introduction of advanced technologies.

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**FOREIGN EXPERIENCE OF HUMAN RESOURCE MANAGEMENT
ON THE BASIS OF INNOVATIONS**

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Abstract

The article disclose experience of human resource management in foreign countries. Most of the innovative-developed countries has there own specific attitude toward recruitment process and training, which, in our opinion, is essential part on the way to innovative development.

Keywords: human resource management, training, innovative recruitment

The experience of human resource management, which is used at enterprises of innovation-developed countries, is important for creation a model of innovative development of human resources. Studying of foreign experience allows defining, directions and an opportunity of its adaptation at the Kazakhstan enterprises. Thus, it becomes obvious that the function of human resource management in an innovative organization turns into an instrument of a long-term strategy aimed at eliminating barriers to innovation. The practice of human resource management becomes a link between learning, innovation and creativity. This, of course, requires a fundamentally different approach to the organization of human resource management in an innovative organization.

Methodological approaches to the management of intellectual resources in innovative organizations are determined by the following main features: first, the management of creative people requires the use of non-standard methods of working with personnel, in particular, the selection of personnel is aimed at identifying people with original creative thinking. The development of personnel is based on the concept of continuous organizational learning. In an innovative company, organizational learning is necessary, so that it constantly grows in a competitive economic environment and in conditions of accelerating technological innovations. Its main idea is the organization of team work, in order, on the one hand, to carry out the project, and on the other hand - to learn in the process of implementing the project, to make the acquired new knowledge available to all employees of the organization [1].

It's should be noted that in American firms during recruitment process of potential candidates do tests in order to identify professional skills and abilities. Usually, each company develops its selection criteria and the procedure for hiring employees. After recruitment, an induction procedure is carried out when the employee is introduced to his duties in accordance with instructions limited to his narrow specialization, but it does not introduce information about the activities of the firm as a whole and its organized culture [2]. Many innovative companies participate on the students' vacancies fairs, in order to get the potential talents, which promise great hopes.

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Japanese companies carefully select and complete their staff, and managers spend a lot of time on an informal assessment of the work of a subordinate. Usually an employee in a Japanese company gets a new appointment in two to three years and knows that the quality of his performance of his duties will determine the character of his next appointment. Due to the recognition of the great role of individual competencies, a big role is played by headhunting and the development of innovative methods of searching and recruiting of the required personnel.

During selection process of specialists for managerial positions, German organizations are guided by the rule to choose them from their ranks. But sometimes, in order to exclude familyity, managers are selected from outside. One of the main factors in the selection of leaders is the ability to work with people and understand them.

Many leading companies pay special attention to staff training, for example, by the end of the 20th century more than 50 million people have been covered by various corporate training programs for employees in the United States and Western Europe. Today, about 75% of American structures use different forms and means of professional and competence training, and more than 95% among large participants of the region Technologically advanced sectors spend the most; small and medium-sized firms invest far less in training. In France, employees of large enterprises (500 or more employees) are twice as likely to participate in skills upgrading courses than are employees of firms with fewer than 20 employees [3]. In the United States, the staff of the high-tech sector undergoes annual retraining[4], and in Japan 12.7% of the wage fund [5] is invested in a lifelong learning system. In European practice, 2-5% of turnover is invested in production training, and in the structure of innovation projects, high-tech sector leaders allocate up to 30% for the retraining of key specialists in the research and production profile [6].

However, it should be noted, that Japanese enterprises regarding the human potential pay special attention positive image of the organization, which will later work for high performance results. Such a positive image, the prestige of the organization, in turn, will attract more and more up-to-date human resources [7].

In conclusion it is obvious that innovative development of the human resources of the organization has always remained and remains one of the most important problems of building economic activity of any organization. Therefore, a correct, logical and clear solution to the problems of innovative development of human resources requires professional ownership of the fundamentals of personnel management. Thus, the analysis of foreign experience allows us to conclude that the rational use of human resources and the innovative development of human resources are tightly linked with the need to formulate approaches to personnel management, the development of new technologies and methods for its improvement.

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SOME FEATURES OF INTERACTION OF STATE BODIES FROM MEDIA IN RUSSIA AND FOREIGN COUNTRIES

*E. Ushanova*¹

Abstract

The integrity of legal system is important for formation of trust of the public to state governing bodies as in the conditions of lack of public trust, the rule of law loses meaning. Democratic regime, as we know, demands from authorities not only implementation of legal instructions, but also respect for moral and ethical standards. In this regard, within this article, the author would like to pay attention to importance of respect for ethical principles in dialogue between subjects of public administration and media.

Keywords: regulation, ethics, state governing bodies, public servants, media, interaction, domestic and foreign experience.

*«Пока судья молчит, его репутация мудрости
и беспристрастности остается неприступной:
но каждое высказывание, которое он делает публично,
кроме как в ходе фактического исполнения своих обязанностей,
должно обязательно привести его в центр критики»
Лорд Килмуир, лорд-канцлер Англии и Уэльса, 1955*

Этика происходит от греческого слова «ethos», что означает нравы или привычки. «Этика» очень тесно контактирует с понятием «дисциплина». В настоящее время государственный служащий в любой стране должен быть дисциплинирован. Ни одно государство не может сделать все государственные органы закрытыми, так как гражданское общество, которое выражает потребность в законности и справедливости, хочет иметь право видеть и критиковать власть. Этический подход подразумевает расширенную ответственность. Помимо системы санкций, этика имеет свое измерение, которое касается стандартов в конкретной ситуации.

В России практически каждый государственный служащий уже сегодня руководствуется в своей работе не только российскими законами, но и внутренними этическими кодексами. Можно предположить, что моральный облик любого сотрудника, его публичное поведение даже во вне рабочее время рассматривается государственными организациями как элемент имиджа всей системы власти и важный показатель профессиональной эффективности. Умение «подать себя с правильной стороны» во многом может определить будущее абсолютно любого представителя власти. Развитое чувство такта позволяет определить должную меру в выражениях, поступках и поведении. Представитель власти, особенно при общении со СМИ, должен внимательно относиться к личности собеседника и его

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характеру, уметь тактично и корректно обойти по возможности вопросы и нравственные проблемы, которые могут вызвать неловкость у окружающих. Соблюдение служебного этикета и проявление такта – неотъемлемая составная часть духовной культуры личности, которое воспитывается с раннего детства и заложено в характере человека.

В речи представителей государственной власти, безусловно, не может быть насмешки или грубости ни над представителями СМИ, ни над любым другим гражданином. Однако, как российской, так и мировой практике в целом, известны случаи, когда чиновники грубили журналистам и гражданам в прямом эфире либо в присутствии представителей СМИ. Так, в 2013 году казанские правозащитники во время одного из громких судебных процессов были оскорблены старшим помощником прокурора Казани Динаром Салахутдиновым. В последующем он извинился перед гражданским активистом Айратом Зямиловым за неэтичный разговор, состоявшийся 16 сентября 2013 года. «Приношу вам извинения за то, что в беседе с вами в моем служебном кабинете допустил высказывания, нарушающие Кодекс этики прокурорского работника», – сказал Салахутдинов. Тем не менее, Казанский правозащитный центр требовал официального письменного ответа от руководства прокуратуры Татарстана на свое обращение в связи с нелिцеприятными высказываниями подчиненного [1].

Безусловно, в речи, как прокурора, так и любого другого представителя власти, могут использоваться приемы иронии, однако юмору не место, к примеру, в зале суда, где речь идет о горе, причинённом моральным или физическим вредом [2, с. 126]. Таким образом, можно сделать вывод, что должностное лицо органа государственной власти при общении со СМИ, так и другими людьми на службе обязано безупречно соблюдать нравственные нормы и правила этикета. Его поведение, внешность должны быть образцом соблюдения требований этических предписаний.

Столь пристальное внимание к вопросу о внеправовых регуляторах механизма общения СМИ с представителями власти оказывается не только в России, но и во многих зарубежных странах [5, р. 113]. В Европе, например, считалось, что судьи или прокуроры не должны принимать участия в публичных обсуждениях судебного производства по делу, поскольку их комментарии рисковали подорвать независимость и авторитет судей [9, р. 39]. Примером, отражающим данную позицию, могут послужить «правила Килмуира». В 1955 году британский канцлер Англии и Уэльса попросил телеканал Би-би-си принять участие в трансляции о великих судьях прошлого. В ответ он изложил правило о том, что члены судебной власти не должны появляться на телевидении или радио, так как это противоречит этическим принципам. Кроме того, они должны получить согласие лорда-канцлера, прежде чем участвовать в каких-либо публичных обсуждениях [6, р. 3].

Однако в 1980-х и 1990-х годах эта точка зрения начала меняться. Например, во Франции и Бельгии судебные скандалы стали отправной точкой для важных изменений в части регламентации порядка общения лиц, обладающих властными полномочиями, с представителями СМИ и населением [9]. Таким образом, начинает формироваться европейский

подход к созданию Кодексов этики и профессионального поведения представителей важнейших публичных профессий.

На Западе в начале 90-х гг. прошлого столетия остро встал вопрос: на каких принципах должно быть выстроено общение представителей государственного аппарата со СМИ и населением? Европейский суд признал «повышенную чувствительность общественности к справедливому управлению правосудия» («Дело Боргерс против Бельгии», 1991 год) [3]. Это в полной мере относится ко всем должностным лицам. В то время, когда представители власти становятся все более ответственным за свои действия, первостепенное значение обретает обеспечение прозрачности и демократического контроля над теми, кто отвечает за представление интересов граждан [8].

Так, например, в связи с повышенной ответственностью власти перед обществом, в Англии разработали следующий универсальный принцип общения должностных лиц со СМИ: «общение, выстроенное с учетом этических и профессиональных ценностей, выступает важной составляющей общей миссии государства, при помощи которой происходит исцеление социальных конфликтов. Исцеление предполагает взаимопонимание, что, в свою очередь, подразумевает общение» [7, р. 23].

На Западе за последние 10 лет особенно усилили внимание к вопросу об этических принципах при общении представителей власти со СМИ. Во Франции и Соединенном Королевстве встал вопрос о том, в какой степени судьи, прокуроры, министры должны демонстрировать свою личную жизнь и мнения? И насколько это соответствует правилам этики? [4, р. 256]. Поскольку всем названным субъектам важно взаимодействовать с общественностью в целях обеспечения доверия к системе власти, они должны подчиняться определенным правилам, чтобы не нанести ущерб основополагающим принципам власти, таким как беспристрастность и авторитет, а также сохранить индивидуальность таких прав, как презумпция невиновности (в частности, когда речь идет о представителях судебной власти).

Очевидно, что инструменты Совета Европы приводят к усилению субъективной и объективной беспристрастности государственных служащих при общении со СМИ. Конечно, ни одна страна мира не предоставит нам готовых решений по вопросу о развитии этических основ деятельности государственного служащего. Стоит заметить, что отдельно предложенный вариант не решает проблему, однако, когда они действуют в совокупности, то, похоже, придают государственному органу больше этичности, а гражданам – больше уверенности в справедливости.

Таким образом, хотелось бы отметить, что поведение государственного служащего, его позиция в целом должны опираться на нравственные нормы и соответствовать им, так как эти лица защищают интересы общества и выступают от имени государства.

Исходя из выше изложенного, представители власти при общении со СМИ, должны демонстрировать не только свои профессиональные качества, предъявляемые к представителям этой профессии, но и нравствен-

ные качества, такие как: принципиальность и добросовестность, требовательность к себе и трудолюбие, вежливость и скромность, объективность и самокритичность. Только при таких обстоятельствах СМИ и представители власти смогут выступать равными субъектами диалога на платформе развитого гражданского общества.

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PROMISING AREAS OF ECONOMIC DEVELOPMENT IN THE REGIONS

IMPROVEMENT OF INDICATORS OF EFFICIENCY OF ACTIVITY OF TERRITORIAL BODIES OF THE FEDERAL PROPERTY MANAGEMENT AGENCY

O. Zakharova¹, A. Palamarchuk²

Abstract

In this paper, the indicators of the effectiveness of the territorial bodies of the Federal Property Management Agency play a leading role. Governmental recommendations on improving existing indicators and the main directions of these indicators are presented in this work. As a result, the performance indicators of Rosimushchestvo's activities under the recommendations of the Government of the Russian Federation have modernized.

Keywords: The Federal property management Agency, performance indicators, improvement, The government of the Russian Federation, recommendations.

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Одной из серьезных проблем деятельности территориальных органов Росимущества является отсутствие четких показателей по эффективности деятельности территориальных органов. Актуальность данной проблемы состоит в том, что сегодня каждый сектор экономики нацелен на четкие и современные показатели, которые характеризуют результаты деятельности экономических агентов.

Поэтому в представленной статье происходит систематизация показателей Росимущества по рекомендациям Правительства РФ [2]. Для этого был проанализирован сорок один ключевой показатель эффективности деятельности территориальных органов Росимущества [3], и было принято решение о целесообразности их объединения в три направления, а именно:

1. Показатели результативности деятельности
2. Показатели эффективности деятельности
3. Информационные показатели

Чем привлекательно такое разделение:

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1. В первую очередь это разделение имеет ряд основных принципов: специфичность, измеримость и однозначность, достижимость, достоверность, актуальность;

2. Это разделение поможет минимизировать количество планируемых показателей;

3. Это поможет обеспечить связь показателей результативности и эффективности деятельности территориальных органов с целями, задачами и показателями федерального органа исполнительной власти.

Прежде чем разделить и модернизировать систему КПЭ для оценки эффективности деятельности Росимущества под рекомендации Правительства, мы изучили и проанализировали законодательную базу и регламент проведения оценки эффективности деятельности Росимущества [1]. Данный анализ позволил нам понять значение каждого направления и определить его содержание.

Перейдем к более подробному рассмотрению каждого направления и его содержания.

Первое направление: показатели результативности деятельности.

Из десяти существующих контрольных показателей по данным Росимущества к первому направлению были отнесены лишь пять, с общим весовым значением показателей 55%. Они связаны с непосредственной, общественно значимой деятельностью Росимущества, а именно с предоставлением населению государственных услуг, исполнения функций регулирования и контроля.

Выбранные показатели характеризуют:

- удовлетворение потребностей внешних потребителей за счет предоставления им государственных услуг,
- качественное изменение состояния сферы регулирования или контроля (надзора),
- социальные и экономические эффекты проводимой государственной политики
- снижение общественно опасных последствий, возникающих в результате несоблюдения обязательных требований законодательства

К данному направлению были отнесены следующие показатели [3]:

- Доля организаций (АО, ООО и ФГУП), в отношении которых возбуждено производство по делу о банкротстве, к общему количеству организаций на конец года (с весовым значением 12%);

- Доля судебных дел, по которым ТО выступило в качестве истца, разрешённых в пользу ТО, от общего количества судебных дел, по которым ТО выступило в качестве истца, завершённых в отчётном периоде (с весовым значением 10%);

- Доля договоров аренды недвижимого имущества, за исключением земельных участков, ставки арендной платы по которым рассчитаны на основании рыночной оценки (с весовым значением 13%);

- Доля просроченной задолженности по договорам аренды недвижимого имущества (за исключением земельных участков) (с весовым значением 10%);

- Доля объектов и записей об изменении сведений об объектах, представленных к учёту и рассмотренных ТО с соблюдением установленных сроков (за исключением казны РФ) (с весовым значением 10%).

Представленные показатели являются показателями оценки качества и показателями конечного общественно – значимого результата.

Второе направление: показатели эффективности деятельности.

Ко второму направлению относятся оставшиеся пять контрольных показателей, с общим весовым значением показателей 45%. Они характеризуют эффективность работы Росимущества. Это такие качественные показатели, как соблюдение стандартов качества работы, финансовой дисциплины, выполнение плановых показателей.

Согласно методике, к данной группе относятся показатели непосредственных результатов, а точнее:

- Показатели эффективности (характеризующие достигнутые результаты деятельности федеральных органов исполнительной власти и их территориальных органов по сравнению с затраченными трудовыми, финансовыми и материальными ресурсами);

- показатели нагрузки на работников (сотрудников);

- показатели охвата деятельности территориального органа целевых объектов государственной политики и контроля (надзора);

- показатели соблюдения стандартов качества работы (предоставления госуслуг и реализации контроля (надзора));

- показатели взаимодействия с населением и предпринимателями и открытость деятельности.

Ко второму направлению были отнесены следующие показатели [3]:

- Дисциплина перечисления части прибыли ФГУП (с весовым значением 6%);

- Дисциплина перечисления дивидендов (с весовым значением 6%);

- Выполнение плана по доходам от сдачи в аренду имущества, составляющего государственную казну РФ (за исключением земельных участков) (с весовым значением 12%);

- Дисциплина взыскания задолженности по арендной плате (с весовым значением 12%);

- Выполнение плана по проверкам использования по назначению и сохранности федерального имущества (с весовым значением 9%)

Все перечисленные показатели относятся к показателям количественной оценки и к показателям оценки качества.

Третье направление: информационные показатели.

Если из сорока одного существующего показателя, к контрольным показателям было отнесено лишь десять, то остается тридцать один показатель, который остается в третьем направлении. Данные показатели не относятся к контрольным, но являются расчетными для показателей первой и второй групп, и служат базой для диагностики, мониторинга. Ориентируясь на данные этих показателей, можно понять причины, по которым были достигнуты, или наоборот, не достигнуты контрольные значения показателей первых двух групп – результативности и эффективности.

Стоит отметить, что при модернизации показателей эффективности деятельности территориальных органов Росимущества, из тридцати одного оставшегося показателя в третьей группе можно оставить лишь часть из них, а именно[3]:

- Результативность продаж пакетов акций и долей в капитале компаний, приватизация которых была возможна;
- Эффективность продаж пакетов акций и долей в капитале компаний, решения об условиях приватизации которых принимают территориальные управления Росимущества в соответствии с приказом Росимущества от 01.04.2014 № 104;
- Эффективность ликвидации юридических лиц, прекративших деятельность;
- Выполнение плана по доходам от продажи земельных участков;
- Эффективность планирования доходов от продажи земельных участков;
- Выполнение плана по доходам от аренды земельных участков;
- Эффективность планирования доходов от аренды земельных участков;
- Выполнение плана по доходам от аренды имущества, находящегося в оперативном управлении федеральных органов государственной власти и созданных ими учреждений;
- Эффективность планирования доходов от аренды имущества, находящегося в оперативном управлении федеральных органов государственной власти и созданных ими учреждений;
- Эффективность планирования доходов от сдачи в аренду имущества, составляющего государственную казну РФ (за исключением земельных участков).

Данные десять показателей, которые были отмечены для третьего направления, были выбраны, потому что именно они отвечают за эффективность выполнения работ территориальных органов Росимущества. Представленные выше десять показателей являются основными информационными показателями, и их достаточно для подсчета контрольных показателей.

Данное разделение поможет модернизировать и усовершенствовать существующие показатели эффективности территориальных органов Росимущества. Так же данное разделение было произведено согласно рекомендациям Правительства РФ, что позволит обеспечить связь показателей результативности и эффективности деятельности территориальных органов с целыми, задачи и показателями федерального органа исполнительной власти. Представленное разделение поможет снизить финансовые затраты, которые существуют сегодня из – за достижения, подсчета и формирования лишних показателей, которые существуют у Росимущества. Стоит отметить, что разделение контрольных показателей от остальных поможет отделить главное от второстепенного. Так же если это разделение будет поддерживаться Правительством РФ, то результаты КПЭ будут рассматриваться на уровне федерального органа исполнительной власти,

то они будут иметь определенную периодичность поступления и обновления, что способствует тому, что на руках будет только актуальная информация.

Так же мы считаем, что успешное выполнение плана способствует экономическому и социальному развитию каждого субъекта РФ. Так как в контрольных группах затрагиваются общественно – значимые и экономически – эффективные показатели.

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LABOR ECONOMICS

EVOLUTION OF JAPANESE HUMAN RESOURCE MANAGEMENT MODEL

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Abstract

In the framework of this paper, the evolution of the Japanese human resources management model, its main stages, is considered, based on which the effectiveness of this model as a whole is considered.

Keywords: Japan, HRM, HRM models, Japanese HRM

На сегодняшний день структурные изменения в экономике привели к возрастанию роли человеческих ресурсов. Это связано с увеличением доли сферы услуг в ВВП страны, ростом числа занятых в малом и среднем бизнесе, ускорением технического прогресса, глобализацией и интернационализацией экономики, усилением конкуренции. В этих условиях стратегическим фактором успеха всех компаний становится – управление человеческими ресурсами. Это означает, что успех компании и ее конечные результаты напрямую зависят от того, как она управляет своими человеческими ресурсами. Во всем мире наиболее эффективной признана японская система менеджмента, главной причиной успеха которой является умение использовать человеческий фактор.

Достижению высоких результатов способствовали принятые после поражения во Второй мировой войне реформы. Несмотря на спады в течение большей части 90-х годов, Япония по-прежнему является одной из высокоразвитых стран. Процесс становления японской модели управления человеческими ресурсами можно разделить на четыре этапа:

1. Межвоенный период (1914-37), во время которого ведущие фирмы в тяжелой промышленности изучали новую политику в области труда;
2. Военный период (1938-45) с сильным военным вмешательством;
3. Бурный период жестокого регулирования трудовых конфликтов сразу после второй мировой войны (1946-55);
4. Период высокого экономического роста (1956-65)

Японская модель управления получила большой интерес после того, как японские производители заняли лидирующее положение на мировом рынке. Так, можно сказать, что отличительной чертой японских фирм является ориентированная на сотрудников система управления. В Японии каждый сотрудник уверен, что он является важным и необходимым лицом

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своей компании. Японскую модель управления человеческими ресурсами характеризуют три основных элемента:

- Система пожизненного найма
- Система продвижения и оплаты труда на основе стажа работы (система «НЭНКО»)
- Наличие в каждой фирме своих независимых профсоюзов

1. Система пожизненного найма подразумевает, что фирма не будет увольнять сотрудников до достижения ими пенсионного возраста. В крупных японских фирмах работодатели нанимают новых сотрудников сразу за счет ежегодного набора новых выпускников. Такая политика позволяет не только работникам интеллектуального труда, но и производственным работникам накапливать широкий набор интеллектуальных навыков и принимать участие в небольших совещаниях для повышения производительности организации.

2. Система продвижения и оплаты труда «по выслуге лет» вытекает из характерного для Японии уважения к старшим. Сотрудники начинают со стандартной базовой заработной платы и получают повышение заработной платы за каждый год службы. Система заработной платы, основанная на старшинстве, недоплачивает молодым работникам, но хорошо вознаграждает их в более поздние годы, даже если их производительность снижается. Это предлагает работникам сильный стимул остаться с их первым работодателем. Досрочный пенсионный возраст также поддерживает систему оплаты за выслугу лет, которая обычно вынуждает сотрудников уходить на пенсию со своих обычных должностей в возрасте от 55 до 62 лет. После официального выхода на пенсию они могут быть наняты той же фирмой по краткосрочным контрактам, или могут взять другую временную работу, пока они действительно не готовы уйти на пенсию. Профсоюзная организация в Японии в отличие от большинства других стран имеет решающее значение для предприятия. Промышленные федерации, состоящие из профсоюзов предприятий, представляют собой соответствующую отрасль. Они, прежде всего, сосредоточены на таких вопросах, как повышение заработной платы по всем направлениям.

Рассматривая японскую модель управления, следует взять во внимание, что японская модель претерпела ряд изменений, обусловленных экономической ситуацией в стране. Темпы экономического роста снизились вследствие краха фондового рынка в 1990 г. и обвала цен на недвижимость. В начале 1990-х годов некоторые известные японские компании начали вводить системы управления трудовыми ресурсами, ориентированные на производительность. Это послужило основой для последующего использования этого стиля управления в будущем.

Сложившаяся экономическая ситуация в Японии кардинально изменила систему мотивации. В середине 1990-х годов некоторые крупные японские фирмы при выплате бонусов стали больше платить хорошим исполнителям и меньше плохим исполнителям. Острой необходимостью для выживания японских компаний со сниженной конкурентоспособностью являлось снижение издержек. Большинство крупных японских компаний,

которые предоставляли сотрудникам компании жилье и льготы на курортах, «распродавали» такие объекты, чтобы увеличить финансовые резервы компании. Суточные выплаты для деловых обедов и расходов на перевозку были значительно сокращены. Сложившаяся экономическая ситуация в Японии кардинально изменила систему мотивации. В середине 1990-х годов некоторые крупные японские фирмы при выплате бонусов стали больше платить хорошим исполнителям и меньше плохим исполнителям.

Японские работодатели полагали, что принцип платить больше за хорошую работу и меньше за плохую работу должен мотивировать сотрудников. Однако их ожидания не оправдались. Действительно, подавляющая часть японских сотрудников хорошо выполняла свою работу, но большинство из них не были качественно оценены и не получили бонусы в соответствии с их показателями. В результате большинство сотрудников потеряли энтузиазм в отношении своих рабочих мест, а производительность компании ухудшилась. Кроме того, японские работодатели одновременно с внедрением системы оплаты за работоспособность сократили избыточные трудовые ресурсы. Некоторые работодатели увольняли людей по результатам их работы. В результате сотрудники подвергались двум видам рисков: переменному риску дохода и риску безработицы.

В заключение, можно сделать вывод, что японская система управления в 50-90 годов двадцатого века была эффективной и показала высокие результаты, но отход от данной системы в 90-е годы двадцатого века в надежде на улучшения ситуации в Японии не привел к позитивным результатам для бизнеса. Таким образом, в современной науке и практике происходит постоянный процесс совершенствования, обновления и поиска новых подходов, концепций, идей в области управления человеческими ресурсами как ключевым и стратегическим ресурсом деловых организаций. На выбор той или иной управленческой модели влияют тип бизнеса, корпоративная стратегия и культура, организационная среда, национальные особенности. При всем многообразии существующих в мире подходов к управлению людьми в организации можно сформулировать основополагающий принцип современной концепции управления человеческими ресурсами. Главное – это признание человеческих ресурсов как решающего фактора эффективности и конкурентоспособности организации, как ключевого ее ресурса, имеющего экономическую полезность и социальную ценность.

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THE LABOR MARKET IN THE CONTEXT OF GLOBALIZATION

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Abstract

The article provides an analysis of indicators that can help assess the safety of the national labor market and its involvement in globalization processes. Approbation of the results was carried out on the basis of the analysis of the labor market in Russia.

Keywords: labor market, international labor migration, globalizationIntroduction.

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Современный этап развития отношений во многих сферах определяется таким понятием как глобализация, которое в свою очередь характеризуется увеличением масштабов экономических процессов международного обмена (трансграничных потоков капитала, товаров, услуг, информации, пространственную и институциональную интеграцию рынков), возрастающим воздействием на структурные характеристики национальных и региональных экономик и эволюцию и трансформацию социально-экономических систем и институтов.

М. Кастельс (Kastels, 1996) считал, что глобализация экономики обусловлена созданием глобальной информационной сети, которая представляет материальную основу новой экономической системы - глобальной. Эта новая экономика способная работать как единая система в режиме реального времени в масштабе всей планеты. Как мы считаем, к процессу исследования рынка труда, и, в частности, одного из его главных показателей «миграции рабочей силы», данное положение также применимо, т.к. миграция рабочей силы выступает условием глобализации рыночного пространства. Впервые попытки анализа миграции рабочей силы – вопросы взаимной адаптации населения и капитала в границах определенной территории поднимаются в работах Д. Рикардо (Ricardo, 1852) и А. Маршалла (Marshall, 1892).

Существует две точки зрения о влиянии глобализации на рынок труда. С одной стороны, интеграция приводит к процветанию и развитию, особенно для стран с переходной экономикой. В первую очередь, это связывается с ростом производительности и экономическим ростом. С другой стороны, экономическая интеграция может привести к увеличению неравенства в промышленно развитых странах, или увеличить безработицу, если трудовым законодательством предусмотрена

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корректировка в сторону понижения заработной платы неквалифицированных рабочих. (Wood 1994).

В докладе ОЭСР (OECD, 2007) обосновывается необходимость изучения рынков труда стран-членов БРИК, т.к. их совокупный ВВП составляет четверть от мирового. В данной статье нами рассматривается один из национальных рынков труда страны-участницы БРИКС – Российской Федерации и предпринимается попытка его анализа в рамках вопроса влияния глобализационных процессов на него.

Вовлеченность национального рынка труда в глобализационные процессы и его безопасность определяется, на наш взгляд, на основе выделенных групп индикаторов. Первую группу составляют показатели, на основе которых производится оценка национальной безопасности рынка труда. К ним отнесены: доля занятых лиц в общей численности населения в возрасте 15 - 72; уровень безработицы; доля неформального сектора в общей занятости; работающие бедные; доля занятых с чрезмерной продолжительностью рабочих часов; доля занятых с низким уровнем заработной платы; сегрегация в видах занятий (профессий) по половому признаку; гендерный разрыв в заработной плате; производительность труда (темпы роста); неравенство в распределении доходов; темпы инфляции; доля заработной платы в ВВП. Анализ перечисленных индикаторов позволяет идентифицировать угрозы безопасности национального рынка труда и определить мероприятия по их снижению. Вторую группу индикаторов составляют показатели, анализ которых позволяет определить влияние глобализационных процессов на национальный рынок труда и идентифицировать угрозы его безопасности. Основу данной группы составляют показатели, характеризующие миграцию и ее структуру. При этом под безопасностью национального рынка труда в исследовании понимается такое состояние рынка труда, при котором обеспечиваются защита национальных интересов, устойчивость к внутренним и внешним угрозам, способность к развитию.

Индикаторы для определения уровня национальной безопасности рынка труда в условиях глобализации

В исследовании проведен анализ выделенных нами индикаторов для определения уровня национальной безопасности рынка труда в условиях глобализации.

Значение показателя доля занятых лиц в общей численности населения в возрасте 15 – 72 (Fig. 1.) как всего, так и в разрезе структурных элементов, свидетельствует о стабильности экономической занятости и составляет в среднем около 65 %.

Fig. 1. Доля занятых лиц в общей численности населения в возрасте 15-72, %

Анализ уровня безработицы (Fig. 2.) свидетельствует о снижении значения данного показателя, что на наш взгляд связано с эффективной государственной политикой, в частности с применением таких мер как: (а) содействие распространению информации; (b) переобучение; (с) содействие росту мобильности населения; (d) содействие самозанятости. При этом следует отметить, что в 2015 г. В России создана своеобразная «подушка» безопасности (количество вакансий на рынке труда превышает число безработных).

Fig. 2. Уровень безработицы

Одним из негативных индикаторов на рынке труда выступает рост доли неформального сектора в общей занятости (Fig. 3.). В первую очередь мы связываем такой рост с высокой налоговой нагрузкой. На наш взгляд, данный показатель может быть занижен, в связи со сложностью его определения.

Fig. 3. Доля неформального сектора в общей занятости, %

Положительная динамика наблюдается по показателю работающие бедные (Fig. 4.). Несмотря на небольшой рост в 2016 г. по сравнению с 2014 г. следует отметить снижение данного показателя за последнее десятилетие.

Fig. 4. Работающие бедные

В абсолютном отношении доля занятых с чрезмерной продолжительностью рабочих часов снижается (Fig. 5.). Данная тенденция является общемировой и в первую очередь связана со снижением экономических показателей и, как следствие, сокращением рабочих часов.

Fig. 5. Доля занятых с чрезмерной продолжительностью рабочих часов (более 48 часов в неделю; «фактическое» количество часов), %

Доля занятых с низким уровнем заработной платы незначительно (менее 1 процентного пункта) снизилась (Fig. 6.). Однако, данный показатель 27,3 % остается достаточно высоким, т.к. он показывает, что треть работающих получает оплату труда ниже прожиточного минимума. При этом наблюдается явный гендерный разрыв: количество женщин на 13 % превышает мужчин.

Fig. 6. Доля занятых с низким уровнем заработной платы (ниже 2/3 медианы почасового заработка), %

Сегрегация профессий по половому признаку сохраняется (Fig. 7) примерно на том же уровне, что и в последние 10 лет. В основном такая тенденция характерна для руководящей группы должностей.

Соглашаясь с Концепцией государственной миграционной политики Российской Федерации на период до 2025 года, следует отметить, что одной из стратегических задач является создание условий и механизмов для привлечения востребованных экономикой высококвалифицированных и квалифицированных специалистов разного профиля, предпринимателей и инвесторов на долгосрочной основе.

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MODERNIZATION OF THE FINANCIAL INTERACTION MECHANISM OF THE STATE, PUBLIC AND CORPORATE FINANCES

ANALYSIS AND ASSESSMENT OF FINANCIAL PARAMETERS OF CREDIT

K. Korovina¹

Abstract

The article analyzes the main financial functions of Microsoft Excel, designed to calculate the parameters of credit. The features of their practical application for scheduling of payments and calculating saving money from early and partial early repayment of credit are considered.

Keywords: analysis, credit, interest rate, credit term, early repayment, payment schedule, financial functions, Microsoft Excel.

Все хозяйствующие субъекты рано или поздно сталкиваются с недостаточностью собственных средств для финансирования тех или иных операций и вынуждены привлекать заемные средства, основным источником которых, как правило, выступает банковский кредит.

Для минимизации риска невозврата заемных средств кредитные организации предварительно оценивают способность будущих заемщиков своевременно и в полном объеме вернуть кредит, а хозяйствующие субъекты, ориентируясь на свои финансовые потребности и платежные возможности, рассчитывают наиболее оптимальные параметры кредитного договора.

Особую актуальность эти вопросы получили после введения санкций западными странами против России. Они привели к ограничению доступа российских компаний к привлечению кредитных ресурсов за рубежом на фоне высокой стоимости заимствований внутри страны.

В учетно-аналитической практике разработан соответствующий математический инструментарий для определения параметров кредита, однако его применение порой достаточно сложно и трудоемко.

Современные программные продукты по экономическому анализу позволяют облегчить и ускорить проведение таких расчетов. Одним из наиболее распространенных из них является Microsoft Excel. Для определения параметров кредита в программе предусмотрена группа финансовых функций, которые позволяют автоматизировать большинство расчетов. Наиболее используемые из них представлены в таблице 1.

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Таблица 1

Соответствие между основными финансовыми
параметрами кредита и финансовыми функциями Microsoft Excel

Наименование функции	Общее назначение функции	Параметр кредита, определяемый с помощью функции
ПС	определение текущей стоимости финансовой ренты	первоначальная величина кредита
КПЕР	определение количества периодов (продолжительности) операции	срок кредита
СТАВКА	определение процентной ставки финансовой ренты	процентная ставка по кредиту
ПЛТ	определение суммы периодического платежа для финансовой ренты	величина ежемесячного платежа в погашение кредита $ПЛТ = ПРПЛТ + ОСПЛТ$
ПРПЛТ	определение части периодического платежа, направляемой на погашение процентов	часть ежемесячного платежа, идущая на уплату процентов по кредиту
ОСПЛТ	определение части периодического платежа, направляемой на погашение основной суммы долга	часть ежемесячного платежа, идущая на погашение основной суммы кредита
ОБЩПЛАТ	определение общей величины процентов, выплаченных по кредиту за промежуток между двумя периодами выплат	сумма процентов по кредиту, уплаченных за некоторый интервал времени $ОБЩПЛАТ = \sum_{t=k}^n ПРПЛТ(t)$
ОБЩДОХОД	определение общей суммы основного долга, погашенной за промежуток между двумя периодами выплат	сумма основного долга, погашенная за некоторый интервал времени $ОБЩДОХОД = \sum_{t=k}^n ОСПЛТ(t)$

Очевидно, что первоначальная величина кредита, как правило, заранее известна и определяется стоимостью финансовых потребностей хозяйствующих субъектов. Использование функции ПС может быть полезно в тех случаях, когда необходимо определить максимальную сумму кредита, которую может позволить себе заемщик, исходя из его финансовых возможностей и предоставленных сведений о доходах.

Например, заемщик имеет возможность ежемесячно направлять на погашение задолженности по кредиту не более 50 тыс. руб. Срок действия проекта, на который привлекаются средства, составляет 5 лет. Средняя ставка по банковским кредитам составляет 15 %. Необходимо определить предельную величину кредита, которую может позволить себе заемщик.

Для ответа на поставленный вопрос необходимо в функции ПС в аргументе Ставка указать процентную ставку за месяц: $15 \% / 12 = 1,25 \%$,

т. к. погашение кредита предусматривается равными ежемесячными выплатами; в аргументе Кпер указать количество периодов погашения кредита – 5 лет по 12 месяцев, т. е. 60 месяцев; в аргументе Плт – величину ежемесячного платежа в погашение кредита – 50000 руб. (со знаком «-», т. к. для заемщика это отток денежных средств). Полученное значение (2101729,59 руб.) и составляет предельную величину кредита.

Функция КПЕР может служить для планирования банком или заемщиком срока, на который может быть предоставлен кредит, исходя из величины доходов заемщика и той их части, которая может быть направлена на погашение кредита.

Функция СТАВКА может быть использована заемщиком в качестве ориентира для сравнения с предлагаемой банками ставкой процента.

Использование функций ПЛТ, ПРПЛТ и ОСПЛТ позволяет составить график погашения задолженности по кредиту [1].

Рассмотрим пример. Был взят кредит в размере 1700000 руб. сроком на 20 лет под процентную ставку 10 % годовых с ежемесячным начислением процентов. Погашение долга предполагается равными ежемесячными выплатами. Необходимо составить график погашения задолженности.

График платежей может иметь следующий вид (таблица 2).

Для заполнения порядковых номеров периодов (месяцев) достаточно в первой ячейке указать номер «1», а затем, протянув правой кнопкой мыши, выбрать пункт «Прогрессия» – «Арифметическая» с шагом равным единице.

Таблица 2

Макет графика погашения кредита

№ периода	Ежемесячный платеж – всего, руб.	в том числе	
		погашение процентов	погашение основной части кредита
1			
2			
...			

Величина ежемесячного платежа определяется с помощью функции ПЛТ. При этом в качестве аргументов Ставка, Кпер и Пс следует указать ячейки, содержащие процентную ставку, срок кредитования и первоначальную сумму кредита соответственно. Поскольку эти параметры для всех периодов одинаковы, то при «протягивании» формулы данные аргументы функции не должны изменяться. Для этого следует придать указанным именам ячеек абсолютный вид нажатием клавиши F4 [2].

Часть платежа, направляемая на погашение процентов, определяется с помощью функции ПРПЛТ. Аргументы Ставка, Кпер и Пс заполняются аналогично функции ПЛТ, а в аргументе Период должно быть указано имя ячейки, содержащей порядковый номер периода, приведенный в первом столбце таблицы. При «протягивании» этот аргумент, в отличие от

остальных, должен изменяться, поэтому имя ячейки следует ставить в относительном виде (рисунок 1).

Аргументы функции

ПЛТ

Ставка = 0,008333333
 Кпер = 240
 Пс = 1700000
 Бс = ЧИСЛО
 Тип = ЧИСЛО

= -16405,36797

Возвращает сумму периодического платежа для аннуитета на основе постоянства сумм платежей и постоянства процентной ставки.

Ставка процентная ставка за период займа. Например, при годовой процентной ставке в 6% для квартальной ставки используйте значение 6%/4.

Значение: -16 405,37р.

[Справка по этой функции](#)

Аргументы функции

ПРПЛТ

Ставка = 0,008333333
 Период = 1
 Кпер = 240
 Пс = 1700000
 Бс = ЧИСЛО

= -14166,66667

Возвращает сумму платежей процентов по инвестиции за данный период на основе постоянства сумм периодических платежей и постоянства процентной ставки.

Ставка процентная ставка за период. Например, при годовой процентной ставке в 6% используйте для квартальной процентной ставки значение 6%/4.

Значение: -14 166,67р.

[Справка по этой функции](#)

Рис. 1. Аргументы функций ПЛТ и ПРПЛТ

Часть платежа, направляемая в погашение основной суммы кредита, определяется с помощью функции ОСПЛТ, аргументы которой заполняются аналогично функции ПРПЛТ.

Анализ полученного графика платежей свидетельствует о том, что, например, за 1 месяц будет выплачено 16405,37 руб. из которых 14166,67 руб. пойдут на погашение процентов по кредиту, а 2238,70 руб. – на погашение самого кредита. Т. е. к началу второго месяца сумма долга заемщика перед банком составит $1700000 - 2238,70 = 1697761,30$ руб.

Для повышения аналитичности информации рассмотренный график погашения задолженности можно дополнить еще двумя показателями: общая сумма выплаченных процентов и общая сумма погашенного кредита. Для их расчета потребуются использование функций ОБЩПЛАТ и ОБЩДОХОД.

Аргументы этих функций одинаковы и заполняются следующим образом: в аргументах Ставка, Кол_пер и Нз указываются процентная ставка по кредиту, общий срок кредита и первоначальная сумма кредита соответственно. Поскольку эти параметры от периода к периоду не изменяются, то именам этих ячеек следует придать абсолютный вид. Аргументы Нач_период и Кон_период предназначены для указания порядковых номеров периодов начала и окончания расчета. Для первого месяца расчет должен вестись с 1 по 1 период, для второго – с 1 по 2 и т. д. Чтобы этого добиться, необходимо в аргументе Нач_период указать имя ячейки, содержащей первый порядковый номер, и придать ему абсолютный вид. В аргументе Кон_период достаточно указать ту же ячейку, но оставить ее имя в относительном виде. В этом случае при «протягивании» расчет будет вестись от 1 до последнего «протянутого» периода. В аргументе Тип следует указать число 0, обозначающее, что выплаты производятся в конце месяца (число 1 будет означать, что выплаты производятся в начале месяца).

В общем виде график платежей будет иметь вид, представленный на рисунке 2, формулы расчета – на рисунке 3.

Таким образом, за первый год всего будет погашено процентов на сумму 168733,86 руб., а основной долг уменьшится на 28130,55 руб. и к началу второго года непогашенная сумма кредита составит 1700000 – 28130,55 = 1671869,45 руб.

	A	B	C	D	E	F
1	Первоначальная сумма кредита, руб.			1700000		
2	Срок кредитования, месяцев			240		
3	Процентная ставка за месяц			0,83%		
4						
5						
6	№ периода	Ежемесячный платеж - всего, руб.	в том числе		Общая сумма выплат, руб.	
7			погашение процентов	погашение основной части кредита	погашение процентов	погашение основной части кредита
8	1	-16 405,37р.	-14 166,67р.	-2 238,70р.	-14 166,67	-2 238,70
9	2	-16 405,37р.	-14 148,01р.	-2 257,36р.	-28 314,68	-4 496,06
10	3	-16 405,37р.	-14 129,20р.	-2 276,17р.	-42 443,88	-6 772,23
11	4	-16 405,37р.	-14 110,23р.	-2 295,14р.	-56 554,11	-9 067,36
12	5	-16 405,37р.	-14 091,11р.	-2 314,26р.	-70 645,21	-11 381,63
13	6	-16 405,37р.	-14 071,82р.	-2 333,55р.	-84 717,03	-13 715,17
14	7	-16 405,37р.	-14 052,37р.	-2 352,99р.	-98 769,41	-16 068,17
15	8	-16 405,37р.	-14 032,77р.	-2 372,60р.	-112 802,17	-18 440,77
16	9	-16 405,37р.	-14 012,99р.	-2 392,37р.	-126 815,17	-20 833,15
17	10	-16 405,37р.	-13 993,06р.	-2 412,31р.	-140 808,22	-23 245,46
18	11	-16 405,37р.	-13 972,95р.	-2 432,41р.	-154 781,18	-25 677,87
19	12	-16 405,37р.	-13 952,68р.	-2 452,68р.	-168 733,86	-28 130,55

Рис. 2. График платежей по кредиту

A		B		C		D		E		F	
1		Первоначальная сумма кредита, руб.		1700000							
2		Срок кредитования, месяцев		=20*12							
3		Процентная ставка за месяц		=10%/12							
4											
5											
6				в том числе				Общая сумма выплат, руб.			
№ периода		Ежемесячный платеж - всего, руб.		погашение процентов		погашение основной части кредита		погашение процентов		погашение основной части кредита	
7											
8		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A8;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A8;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A8;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A8;0)	
9		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A9;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A9;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A9;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A9;0)	
10		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A10;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A10;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A10;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A10;0)	
11		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A11;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A11;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A11;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A11;0)	
12		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A12;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A12;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A12;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A12;0)	
13		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A13;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A13;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A13;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A13;0)	
14		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A14;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A14;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A14;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A14;0)	
15		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A15;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A15;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A15;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A15;0)	
16		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A16;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A16;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A16;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A16;0)	
17		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A17;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A17;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A17;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A17;0)	
18		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A18;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A18;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A18;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A18;0)	
19		=ПЛТ(SD\$3;SD\$2;SD\$1)		=ПРПЛТ(SD\$3;A19;SD\$2;SD\$1)		=ОСПЛТ(SD\$3;A19;SD\$2;SD\$1)		=ОБЩПЛАТ(SD\$3;SD\$2;SD\$1;SA\$8;A19;0)		=ОБЩДОХОД(SD\$3;SD\$2;SD\$1;SA\$8;A19;0)	

Рис. 3. Финансовые функции для расчета графика платежей по кредиту

Помимо этого при необходимости можно дополнить график таким показателем как «Остаток основного долга». Он будет рассчитываться как разница между ячейкой, содержащей первоначальную величину кредита (приведенной в абсолютный вид), и соответствующей суммой по столбцу «Общая сумма выплат в погашение основной части кредита».

Кроме указанных способов применения, рассматриваемые финансовые функции могут использоваться для расчета экономии денежных средств от досрочного или частично-досрочного погашения кредита.

Отметим, что в случае частично-досрочного погашения кредита банк по выбору заемщика может:

- уменьшить срок кредитования, оставив прежней сумму ежемесячного платежа (в этом случае график платежей не пересматривается);
- уменьшить размер ежемесячных платежей, оставив прежним срок кредитования (в этом случае составляется новый график платежей).

Большинство банков предпочитают первый вариант, а для выбора второго требуют письменное заявление заемщика. Учитывая это, в последующих расчетах будем ориентироваться именно на первый вариант.

Экономия от досрочного погашения кредита может быть определена как общая сумма процентов, которые не будут уплачены. Для ее расчета используется функция ОБЩПЛАТ. В аргументе Нач_период указывается порядковый номер периода, следующего за периодом осуществления досрочного погашения, а в аргументе Кон_период указывается порядковый номер последнего периода, предусмотренного исходным графиком платежей. Например, если в вышеописанном примере досрочное погашение будет произведено в конце 5 года (в 60 месяце), то Нач_период должен иметь значение «61», а Кон_период – значение «240». Прочие аргументы останутся неизменными. Значение функции ОБЩПЛАТ (1426324,71 руб.) составляет экономию от досрочного погашения кредита.

В случае частично-досрочного погашения кредита алгоритм расчета более сложен:

- 1) с помощью функции ОБЩПЛАТ необходимо определить сумму процентов, которая была бы уплачена по кредиту при отсутствии частично-досрочного погашения, указав в аргументе Нач_период «1», а в ар-

гументе Кон_период – общее количество периодов уплаты процентов (полный срок кредита);

2) с помощью функции ОБЩПЛАТ определить сумму процентов, которая уже была уплачена до осуществления частично-досрочного погашения;

3) с помощью функции ОБЩДОХОД определить уже оплаченную на момент осуществления частично-досрочного погашения сумму основного долга;

4) рассчитать непогашенный остаток задолженности по кредиту, как разницу между первоначальной суммой кредита, суммой, определенной в пункте 3 и величиной частично-досрочного погашения;

5) с помощью функции КПЕР определить «новый» срок кредитования, указав в качестве аргумента Пс сумму, рассчитанную в пункте 4, а значения прочих аргументов (Ставка и Плт) оставив неизменными;

6) с помощью функции ОБЩПЛАТ определить сумму процентов, которая будет уплачена при погашении кредита за оставшийся после частично-досрочного погашения срок. Для этого в аргументе Нач_период следует указать значение «1»; в аргументах Кон_период и Кол_пер значение, определенное в пункте 5 («новый» срок кредита); в аргументе Из сумму, определенную в пункте 4 (остаток задолженности по кредиту). Значение аргумента Ставка не меняется;

7) определить общую величину процентов, уплаченных за весь период погашения кредита, как сумму значений, определенных в пунктах 2 и 6;

8) определить экономию от частично-досрочного погашения как разницу между значениями, определенными в пунктах 1 и 7;

9) если производится несколько частично-досрочных погашений, то после каждого из них необходимо повторять действия, перечисленные в пунктах 2 – 7.

Рассмотрим на вышеописанном примере. Предположим, что в конце 6 месяца было произведено частично-досрочное погашение кредита в размере 200 тыс. руб.

Общая сумма процентов, которая была бы уплачена по кредиту, без частично-досрочного погашения составляет 2237288,31 руб. (ОБЩПЛАТ за период с 1 по 240).

За первые 6 месяцев было уплачено процентов на сумму 84717,03 руб. (ОБЩПЛАТ за период с 1 по 6) и погашено основного долга на сумму 13715,17 руб. (ОБЩДОХОД за период с 1 по 6).

Таким образом, непогашенный остаток кредита к началу 7 месяца составит: $1700000 - 13715,17 - 200000 = 1486284,83$ руб.

Для погашения этой задолженности при условии сохранения величины ежемесячного платежа на прежнем уровне потребуется 169,47 месяца (КПЕР для Пс в размере 1486284,83 руб.).

За этот период будет выплачено 1293911,24 руб. процентов (ОБЩПЛАТ за период с 1 по 169,47 для оставшейся суммы задолженности).

Таким образом, общая сумма уплаченных за весь период процентов

составит $84717,03 + 1293911,24 = 1378628,27$ руб. Если бы частично-досрочного погашения не было произведено, то сумма процентов (как было рассчитано в начале) составила 2237288,31 руб. Экономия от частично-досрочного погашения составляет: $2237288,31 - 1378628,27 = 858660,04$ руб.

Подводя итог, следует отметить, что использование рассмотренных финансовых функций и их комбинаций позволяет автоматизировать оценку практически любых параметров кредита, проводить многовариантный анализ и контролировать финансовые показатели проекта в ходе и по итогам его реализации. Все это снижает затраты на получение и обработку информации, необходимой для принятия управленческих решений инвестиционного характера, и повышает эффективность работы аналитических служб и отделов.

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INCREASE OF INVESTMENT ACTIVITY OF JOINT-STOCK COMPANIES – MAIN FACTOR OF ENSURING COMPETITIVENESS

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Abstract

The article reveals the importance of important factors for ensuring the competitiveness of joint-stock companies and attracting foreign investments. Also, the facts of attracting investments, in particular foreign investments in joint-stock companies, have been analyzed, and proposals have been developed to increase their investment activity.

Keywords: joint-stock company, foreign investment, competitiveness, investment activity, modernization, international stock exchanges.

Of the main tasks of joint-stock companies in the context of modernizing the national economy is the production of competitive products.

The processes of increasing the competitiveness of the economic sectors and the development of export potential on this basis, attracting investment, in particular, foreign investment in modernization and diversification, as well as increasing efficiency, are held at a time. Therefore, increasing the activity of attracting foreign investment in joint-stock companies of Uzbekistan is of current importance.

Also, increasing the competitiveness of joint-stock companies poses the following main tasks:

- formation of an effective competitive environment for joint-stock companies and a gradual decline in the monopoly in the market of products and services;

- development of new types of products and technologies on a principled basis and ensuring the competitiveness of national goods in the domestic and foreign markets. In principle, the competitiveness of the national economy characterizes the status of the state in the world market and combines its success in competing in international markets and increasing the welfare of the population.

Today, competitiveness issues are handled by well-known economists and major international institutions, a list of countries assessing their competitiveness captures many countries that produce more than 90% of the world's gross domestic product [8, p.174].

According to some scholars of economists, competitiveness is the receipt of sufficient profits to conduct their activities in a market economy and at the same time improving production on a scientific and technical basis, encouraging employees and ensuring high quality products [3, p.228].

According to other definitions, competitiveness is the ability to occupy its status and hold it in a certain market (markets) when competing with similar goods and producers of such goods [4, p.23].

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In scientific works, industrial competitiveness is defined as the ability of entrepreneurs today and in the future to produce goods attracted by more buyers and selling them on international markets in comparison with the goods of foreign and domestic competitors at price and quality [9]. With the development of the theory of international competitiveness, this definition has largely been modified in the direction of expansion and complication of factors affecting the national economy.

In some approaches, two aspects of the notion of international competitiveness are given [10]. First, it is the ability of the economy to achieve constant economic growth in the middle and long-term periods. It is based on an understanding of the economists of the components of the process of integrated economic growth and development. Second, it is the development of factors that serve to improve efficiency at the micro level, which is important for companies.

In general, the competitiveness of the national economy characterizes the status of the state on the world market and unites its success in the competitive struggle in international markets and the welfare of the population. Also, the competitiveness of the national economy can be assessed by compiling a high proportion of the volume of certain goods (services) sold in the world market.

The competitiveness of products produced by national companies, firms, and industries provides a generally competitive level of the national economy. Therefore, it is expedient first of all to analyze the competitiveness of national companies instead of the competitiveness of the national economy [1, p.164].

Therefore, with the help of foreign investments, the national economy is revitalized and the production specializes in the production of modern, competitive goods. This, in turn, provides an opportunity to create new jobs and solve existing economic and social problems in the country [2, p.23].

In enhancing the competitiveness of the country's economy, foreign investment is of great importance in the creation of joint ventures and enterprises wholly owned by foreign investors, to operate in free economic zones.

In recent years, the volume of attracted foreign investment in the economy of the Republic of Uzbekistan is growing. The share of these attracted investments in industry remains high. This is explained by the fact that large projects are financed in the sectors of industry due to foreign investments and credits. Including, if in 2010 the share of foreign investments and loans in industry attracted to the economy of the Republic was 23.6%, then in 2016 this figure reached 61.1% [5]. Also, in 2016, the total amount of investments attracted to fixed assets increased by 109.6% compared to 2015. 21.8% of these funds directly make up foreign investments and loans [6, p.28].

The wide attraction of foreign investment provides an opportunity for modernization, technical and technological renewal of joint-stock companies.

It should be noted that the creation of free economic zones in Angren, Navoi, Zhizakh, in the Gijduvan, Khazorasp, Urgut and Kokand regions, as well as the provision of a wide range of tax privileges and preferences to investors in these zones serves as an increase in volume foreign investments attracted to the economy of the country.

It should be noted that there is a regulatory and legal framework that gives the possibility of attracting foreign investments to joint stock companies of the Republic of Uzbekistan. Code of Corporate Governance of the Republic of Uzbekistan (2015, December 15), Laws of the Republic of Uzbekistan "On joint stock companies and protection of shareholders rights", "On guarantees of foreign investors' rights and measures for their protection", "On foreign investments", "On foreign economic activity", "On investment activity", Decree of the President of the Republic of Uzbekistan DP-4434 of 10 April 2012 "On additional measures to stimulate the attraction of foreign direct investment", Decree of the President of the Republic of Uzbekistan DP-927 of July 24, 2008 "On measures to improve the process of attracting and development of foreign investments and credits" and DP-2454 of December 12, 2015" On additional measures to attract foreign investors to joint-stock companies "are the main legal documents in this area.

Especially, in the Decree of the President of the Republic of Uzbekistan, DP-4720 dated April 24, 2015, "On measures to introduce methods of modern corporate governance in joint-stock companies," the main objective was the creation of favorable conditions for the broad attraction of foreign investment in joint-stock companies.

The goals set by the government of Uzbekistan to increase GDP by 2 times by 2030, modernize the economy, increase their competitiveness and develop export potential lead to the need to increase the importance of foreign investment in the development of companies.

For the modernization and reconstruction of joint-stock companies, as well as the introduction of new capacities, foreign investments and loans are needed on a large scale. Due to the direction of investment in large amounts in the company and the provision by the state of tax, customs and other benefits to enterprises in the industry of Uzbekistan, qualitative changes have been noted. In particular, in the next 5 years, industrial production will increase by 1.5 times, and its share in GDP will increase from 33.6% to 36%, the share of processing industries in industry – from 80% to 85%. In 2017, more than 75 new types of competitive finished products will be developed [7, p.32].

Especially, the attraction of credit lines of international financial institutions occupies a special place in the financing of joint-stock companies. This is because, firstly, the loans of these institutions are long-term; secondly, these loans have a grace period.

Summarizing the foregoing, in our opinion, in order to ensure the competitiveness of joint-stock companies in Uzbekistan in order to increase their investment activity, it is advisable to conduct the following activities:

1. Ensuring the competitiveness of joint-stock companies will lead to economic growth, increased investment and employment, and technological development. This process is characterized by the provision of physical labor by machines, a qualitative change in production, an increase in the scientific potential of workers, an increase in the volume of production;

2. To attract foreign investments in joint-stock companies, it is necessary to provide enterprises and banks that are residents of Uzbekistan of obtaining

high rating ratings from international rating agencies and introducing them to the listing of international stock exchanges;

3. It is necessary to attract credit lines of the Islamic Bank in the process of financing joint-stock companies.

To do this, first of all, it is necessary to create a legislative base that ensures the activities of the branches of Islamic banks in Uzbekistan. In this direction, it is necessary to adopt a separate law for Islamic banks or to introduce a new chapter on the activities of Islamic banks in the law of the Republic of Uzbekistan "On Banks and Banking Activities".

Credits of the Islamic Bank are non-interest bearing and they enable effective use of loans by joint-stock companies.

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ANALYSIS OF ECONOMIC PROCESSES AND SYSTEMS BASING ON THE USE OF ECONOMIC AND MATHEMATICAL METHODS AND INSTRUMENTS

EXPERT REVIEW: METHOD OF INTUITIVELY AGREED CHOICE

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Abstract

Suggested here is a method of intuitively agreed collective choice in the process of expert review of *the best project, *best expert, *best appearance design, *best problem solution. That being the case, the experts: are unaware of who participates in the survey; are unaware of who made what decision; are unaware of who and how rationalized their decisions, and cannot know true goals of expert review survey organizers. At the same time, the experts can obtain statistical characteristics of an attribute in question during simulation modeling.

Keywords: expert review, agreed choice, solutions, Kemeny distance and median, simulation modeling, statistical characteristics.

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Thesis Statement supposes that administrative structures of various socio-economic systems – government of a country, authority of an administrative-territorial entity, board of directors of a large company, etc., – have ordered from renowned specialists development of a project aimed at solution of a complex problem, topical for large social groups. For the sake of order implementation, **n** groups of specialists have offered their **projects** (*techniques, methods, algorithms*) for solution of a particular issue (*economical, technical, military, environmental, etc.*).

[**Examples** of such, *permanently requiring solution of complex socio-economic issues: **Methods** (promptly and with the minimum labor, material, energy and financial resources) that can *improve public welfare; *budget income, *ensure higher growth of GDP, tax revenue; or *improve competitive market positions of one of the (country's, world) largest banks, organizations, etc.*]

The question is **which** of **n** ways of solving a topical issue presented is the most appropriate according to the established criterion under specific implementation conditions? And how can it be determined correctly, objectively, reasonably? The projects were prepared by *different groups of specialists, with different professional competences, different creative abilities, different ambitions*

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and different extent of interest in results of objective solution of that complex issue. Besides, each of the *n* groups is sure that it is their project that is the best, the most effective.

Now the top level system – *government, ministry, board of directors, etc.* – has to choose the best solution according to the established criteria out of *n* solutions for the topical issue. But it is no easy task.

What challenges are faced during implementation of the *procedure of choice*?

First of all, when choosing *any* of *n* competing issue solutions there are always people among the developers of *rejected projects* and their supporters who are not satisfied with the *results of expert choice*, per the following saying: ***Says who?!***, i.e. ***challenge one*** is to ***select expert members*** for comparative assessment of competing projects per criterion established by the *project originator*. Expert review of projects must be performed by people who are ***competent, talented, responsible and interested*** in the appropriate solution of an issue in question. But *such people* still need to be found!

Second of all, currently there is no *clear* understanding as to what the ***assessment procedure*** for appropriateness, *objectivity, efficiency* of complex task solution should be. Which is why challenge two is the ***search for procedure of generation of collective choice during expert review***. And management bodies of *all* levels *have to face such challenges* on a regular basis. At the same time, as a rule, the error in the choice is associated with very significant ***losses of resources invested in the implementation of the project***: *with potential worsening of public welfare, company bankruptcy, unemployment increase, waste of resources, etc.*

Let us say, that the task of *comparative assessment and the choice of a solution for complex issue* is a set of individual tasks.

Task 1. – Forming the composition of experts reviewing issue solutions.

Task 2. – Analysis and ranking factors affecting implementation processes and effectiveness of each of projects (ways) for solving issue in question presented.

Task 3. – *Quantitative assessment* for each project (issue solution): **labor, material, energy and financial resources spent for realization and implementation of the projects; *time from the investment of funds to receipt of benefit (time lagging, delay); *economic efficiency* of the projects.

Task 4. Analysis of results of comparative *quantitative assessment* of the attributes characterizing effectiveness of issue solutions suggested (results of Task 2 and Task 3 solution) and realization of the procedure of *the choice of the best solution*.

The article offers a method of ***forming intuitively agreed collective choice*** during *comparative expert review* of effectiveness of solutions for a complex issue suggested by different groups of specialists. Procedure of choosing the best solution suggests implementation of two following stages: the first stage includes selection of experts with professional competences and creative abilities, and the second stage includes generation of agreed collective choice during expert review.

Preliminary remarks.

1) With the development of science and technology, even a *very responsible and capable person* can acquire less and less topical information. So, nowadays due to continuous acceleration of scientific and technological progress, reduction of *the period of knowledge doubling*, snowballing growth in the number of publications in most areas of science and technology, few people succeed in retaining the advanced positions for a long time, even in one narrow area of knowledge. According to the literature, in order to deal with new theory and apply it in practice, even a well-trained professional often requires years of hard work. Respectively, ***intensity of the use of expert method*** in foreseeable future will only increase.

2) People are known to differ significantly in both, their professional knowledge level, and abilities they have been gifted by nature. Thus, out of hundred million chess players only 3-5 persons can play 20 games "blindly". It is, therefore, obvious that a person who "sees" 4 steps ahead (or is capable of visualizing 4 steps of task solution algorithm), *will not be able to convince* a person who is capable of seeing only 2 ahead of *the correctness, good reason behind their decision* (when it, for instance, concerns ***choice of economy development paths***). In a game of chess everything is way simpler: correctness can easily be proved by a real game, while error in calculations *will not adversely impact lives of other people*). Also, depending on the natural abilities of an individual, time spent to learn new material, *to acquire new knowledge* will differ as well. Experiments (see [1]), therefore, once again prove a very significant influence of *individual abilities on speed of realizing opportunities for practical use* of knowledge obtained and *actual realization of such opportunities*. It turned out that under *the same ambient conditions and the same initial level of knowledge of theoretical theses*, time sufficient for practical use of newly learned material, has a significant variance, significant dextrality and can, often times, be approximated by alpha-distribution (see [2]). Later on, author's students confirmed that with the same level of initial training and under the same experiment conditions *dextrality* of time consumption distribution for performance of works increases along with the increase of complexity of works.

That is why the thesis is deemed quite real and sound that every thousand of physicists, medical specialists, economy specialists, and representatives of other trades would hardly yield a couple of dozens of people, who **a)** are at the leading edge of a particular science and **b)** who are potentially, technically *capable of understanding and appropriately assessing* a new theory, results, ideas or suggestions of other member of this small groups of professionals (it is worthwhile highlighting that we only speak about those people, who possess abilities and required expertise. But this still ***does not mean*** that such a professional would, firstly, ***want*** to figure out the ideas of *competing colleague*, and, secondly, having figured them out, ***be unbiased and honest in his/her assessment***).

3) Identifying an expert possessing maximum expertise in a particular discipline is a no easy task. This can easily be proven. Figure 1 shows Venn diagram depicting knowledge level that individuals ***A-E*** *communicating with one another* have. It is quite obvious that individual ***A*** would hardly have doubts that individual ***C***, with whom ***A*** has much in common, is cleverer than individual ***B***. ***B***,

in his/her turn, would (due to the same reasons) believe that **D** is cleverer than **A**. But they would all be convinced that **E** is a quite a narrow-minded person despite that fact that in reality the latter has a way greater knowledge as compared to **A**, **B**, **C** and **D** altogether.

Under such conditions, individual **E** cannot prove higher effectiveness (performance, usefulness) of his/her suggestion to individuals **A** or **B**, if he/she uses knowledge that is not overlapped with those of **A** and **B** as a proof. But unlike the case with innate abilities, lack of understanding of **E**'s viewpoint is due to difference of scope of knowledge of separate individuals.

Figure 1. Scope of knowledge individuals **A-E** possess.

SUGGESTED METHODS FOR SOLVING THE FOUR AFOREMENTIONED TASKS

1. Forming the Composition of Expert Team (Task 1). Tasks related to selection of experts for comparative assessment of effectiveness and reasoning of solutions to issues suggested are faced on a quite regular basis. Which is why it is deemed reasonable to create (centralized) a uniform database (DB) that contains information about all potential participants of expert review of the kind. Information contained in the DB may include **publicly available data** on the publications in a particular field, number of times expert's works have been quoted, successful experience of participation in expert reviews, etc. What is more, algorithms described in [3, 4] can be used for generation of such database.

Let us assume that a required subset of potential experts has been generated. Below are further activities:

1.1. Subset of expert review participants (reviewers of competing projects) generated is divided into two groups: subgroup **G1** develops *quantitative assessments* for quality attributes for each project – it solves Tasks 2 and 3, subgroup **G2** – *analyzes the results* of expert review and *chooses* the best project, i.e. it solves Task 4.

1.2. Subgroup **G1** is extended to perform a collective qualitative expert review of the projects through adding *n* specialist groups suggesting their projects (solutions to issues in question).

Below the advantages of including all developers of competing projects to subgroup **G1** are listed. *Firstly*, each of the developers, as a rule, knows peculiarities of their projects and can, therefore, *reasonably add up the content* of factors affecting project performance, *specify advantages* and *refute noted deficiencies* of their projects, i.e. they can actively, often times, unconsciously participate in

solving Tasks 2 and 3. Figure 3 shows graph **A** depicting correlation (particular coherence) between the answers of experts. Group **A** mainly includes experts from subgroup **G1**, but experts 1 and 4, also included to group **A**, are the developers of competing projects. *Secondly*, since the developers, participating in expert review, are aware of both, all justifications of the experts supporting answers that differ greatly, and the results of answer processing after each round of survey, *probability of criticism* of expert review results *reduces significantly*.

1.3. All N participants of expert review (selected from n , **G1** and **G2** groups) are assigned identifiers from a random numbers table (or generator) and granted free Internet access.

2. Identifying and Ranking Determinant Factors (Task 2). At the first stage of the expert review, factors affecting *processes of implementation and performance* from each of n projects need to be identified and sorted. But how can this be done? Which of the available methods of expert review should be used?

We believe that it is justified the use of the method of PURO [5, 6] - step-by-step refinement of ranzhirovany objects (factors, characteristics, actors, indicators, etc.) based on the integration of the Delphi procedures for the prediction of the future (developed by O. Helmer, N. Dalkey, T.J. Gordon – see, e.g., [7, 8]) with assessment of distance and median between factor-object rankings offered by Kemeny J.G. [9, 10].

2.1. Description of PURO method. If m experts need to rank k factors by the extent of their impact on the performance of n_i project, a series of questionnaires is performed. Once the results of a questionnaire have been processed, a median, smallest and largest ranks are assigned to all k factors in questionnaires that support greatly differing responses. Each ranking is presented in the form of a canonical sorting matrix, and then measure of Kemeny proximity (distance) between all rankings is calculated. Kemeny distance d_{ij} characterizes the extent of discrepancy between the rankings of two experts ($d_{\max} = n(n-1)$). Matrix $D = \{d_{ij}\}$, ($i, j \in m$) will show all $(m-1)m/2$ of distances between the rankings. D – symmetrical positive matrix with zero diagonal elements. Sum of items of i row of matrix D corresponds to the value of discrepancy between expert i and all other experts. Comparing sums of all elements of matrices D obtained after each questionnaire, speed of experts' opinions repeatability can be assessed, the most (the least) accorded rankings can be identified and *consistent group of experts can be singled out* (by selecting different thresholds of proximity $d_{ij} \leq \epsilon_d$). If experts' opinions match completely relative to factor rankings, $d^0_{ij} = 0$, if they contradict – $d^0_{ij} = 1$.

2.2. Classification (Grouping) Expert Questionnaire Participants. Let us assume that the procedure of increment sorting of multiple factors has been completed successfully. Matrix of Kemeny distance between all expert rankings has been generated. The question is how *matched response groups* from experts can be identified correctly?

Let us take a look at the *procedure of search for matched groups* of experts' responses (*expert classes*) and selection of *consistent sorting* of responses for such identified group.

Assume that the stepwise sorting of the set of eight factors ($m=8$) by nine experts ($n=9$) resulted in Kemeny ranking distances $\{d_{ij}\}$ shown in Table 1.

Table 1

Kemeny distances between expert (response) rankings									
{d_{ij}}.	E1	E2	E3	E4	E5	E6	E7	E8	E9
E1	0	2	28	4	4	18	4	2	2
E2	2	0	42	4	2	35	2	4	4
E3	28	42	0	24	36	14	42	36	24
E4	4	4	24	0	4	48	2	2	2
E5	4	2	36	4	0	48	2	4	2
E6	18	35	14	48	48	0	28	42	32
E7	4	2	42	2	2	28	0	2	4
E8	2	4	36	2	4	42	2	0	4
E9	2	4	24	2	2	32	4	4	0

To identify matched groups of experts the following steps are taken:

Step 1. Convert elements of distance matrix to relative units using expression $\mathbf{d}^0_{ij} = \mathbf{d}_{ij} / \mathbf{d}_{\max}$. Maximum distance between factor rankings set forth in Table 1 equals to $\mathbf{d}_{\max} = m(m-1) = 8 \cdot 7 = 56$. As a result, we get Table 2 with Kemeny distances in relative units $\{\mathbf{d}^0_{ij}\}$.

Table 2

Kemeny distances between rankings in relative units									
{d⁰_{ij}}.	E1	E2	E3	E4	E5	E6	E7	E8	E9
E1	0	0.04	0.5	0.07	0.07	0.3	0.07	0.04	0.04
E2	0.04	0	0.75	0.07	0.04	0.6	0.04	0.07	0.07
E3	0.5	0.75	0	0.4	0.6	0.25	0.75	0.6	0.4
E4	0.07	0.07	0.4	0	0.07	0.86	0.04	0.04	0.04
E5	0.07	0.04	0.6	0.07	0	0.86	0.04	0.07	0.04
E6	0.3	0.6	0.25	0.86	0.86	0	0.5	0.75	0.57
E7	0.07	0.04	0.75	0.04	0.04	0.5	0	0.04	0.07
E8	0.04	0.07	0.6	0.04	0.07	0.75	0.04	0	0.07
E9	0.04	0.07	0.4	0.04	0.04	0.57	0.07	0.07	0

Step 2. Based on real extent of experts' response correspondence, select threshold of distance $\mathbf{d}_{\text{thresh}}$. Analysis of Table 2 data with relative values of Kemeny distance between rankings $\mathbf{d}^0_{ij}$ shows that maximum extent of correspondence between experts' responses is slightly over 96%. Thus, threshold value $\mathbf{d}_{\text{thresh}}$ can amount to 0.05 or 0.1, i.e. in this case, the responses with correspondence level of not less than 95 or 90 percent will be grouped. We shall accept $\mathbf{d}_{\text{thresh}}$ equaling to 0.1.

Step 3. Let us convert matrix with relative values of Kemeny distance $\{\mathbf{d}^0_{ij}\}$ according to the selected threshold $\mathbf{d}_{\text{thresh}}$. During such conversion, each $\mathbf{d}^0_{ij}$ value is compared to $\mathbf{d}_{\text{thresh}}$ and if $0 < \mathbf{d}^0_{ij} < \mathbf{d}_{\text{thresh}}$, the rank is 1, otherwise – 0. As a result, we have Table 3.

Table 3

**Matrix of correlation between experts (responses)
rankings at threshold $d_{\text{thresh}}=0.1$**

{ d_{ij} }.	E1	E2	E3	E4	E5	E6	E7	E8	E9
E1	0	1	0	1	1	0	1	1	1
E2	1	0	0	1	1	0	1	1	1
E3	0	0	0	0	0	0	0	0	0
E4	1	1	0	0	1	0	1	1	1
E5	1	1	0	1	0	0	1	1	1
E6	0	0	0	0	0	0	0	0	0
E7	1	1	0	1	1	0	0	1	1
E8	1	1	0	1	1	0	1	0	1
E9	1	1	0	1	1	0	1	1	0

It turns out that at 95% and 90% consistency levels a group of seven related experts' responses can easily be singled out: 1, 2, 4, 5, 7, 8, 9. Responses of experts 3 and 6 are not consistent with the rest.

Step 4. We search for the ranking that is the most consistent with the **group of related responses singled out**. Besides, consistent ranking must be a point that is the most corresponding to a set of *possible* sortings. But in case of a large number of experts, calculations can be simplified significantly if only responses of expert review participants are taken into account. If sampling is quite large, probability of getting consistent sorting in question is close to one. For that matter Table 1 is converted to Table 4 and Σd_{ij} and Σd^2_{ij} values are calculated. Rank of an expert whose Σd^2_{ij} value is minimum, is deemed the most consistent with the group of responses singled out.

Table 4

Kemeny distances d_{ij} between rankings 1, 2, 4, 5, 7-9

{ d_{ij} }.	E1	E2	E4	E5	E7	E8	E9	Σd_{ij}	Σd^2_{ij}
E1	0	2	4	4	4	2	2	18	60
E2	2	0	4	2	2	4	4	18	60
E3	28	42	24	36	42	36	24	232	8056
E4	4	4	0	4	2	2	2	18	60
E5	4	2	4	0	2	4	2	18	60
E6	18	35	48	48	28	42	32	251	9729
E7	4	2	2	2	0	2	4	16	48
E8	2	4	2	4	2	0	4	18	60
E9	2	4	2	2	4	4	0	18	60

As the data from Table 4 suggest, the ranking of expert 7 is the most consistent with the *singled out group* of interrelated responses. Responses of experts 3 and 6 are inconsistent with those of singled out group. Figure 2 shows it quite clearly.

Figure 2. Graph of interrelations between rankings of experts from subgroup G1 (plotted based on Table 4)

2.3. Assessment of Method Novelty and Perspective Utility: *Method novelty:*

1) DELPHI method is used for ranking objects – factors, attributes, phenomena, etc. (not for futurism)

2) For quantitative analysis of extent of repeatability of experts' opinions after each questionnaire, identification of matching expert groups and *evaluation of feasibility of expert review completion*, Kemeny distance method is used (measure of proximity of linear order relation), while Kemeny median is used as a resulting ranking.

3) For expert (participants of expert review) grouping who may have similar opinions regarding options of ranking of objects in question, threshold values of Kemeny distances between experts' reviews are set based on the *probability of match* of experts' opinions, e.g., close to 0.8; 0.9; 0.95; 0.99.

4) *Kemeny median* is calculated in order to find an object ranking (sorting) *the most consistent* with group members in each of the expert groups created.

Method advantages: 1) Method soundness (soundness theorem was established in 1978 – *Kemeny's median is the only resulting strict ranking that is neutral, consistent and condorcetian*);

2) Increase of expert review result accuracy due to *feedback* from each questionnaire.

3) When using increment refinement of object rankings *known advantages* of DELPHI procedure are maintained (anonymity and possibility to get familiar with explanations supporting significantly differing answers), as are those of algorithm of *search for consistent sorting* of objects – accurate Kemeny's median and distance calculation.

4) Timely use of both, DELPHI method, and suggested Kemeny's approach to object sorting *made it possible*:

*to obtain a meaningfully acceptable quantitative criterion for a reasoned completion of an expert review – a certain value (for example, 5%) of the relative change in the total Kemeny distance is established.

*to form groups of experts, focusing on selected thresholds (depending on the degree of consistency of opinions) of Kemeny distance and to investigate the reasons for the relationship between expert assessments. Indeed, suppose that Figure 2 shows graphs of the relationship between the rankings of experts of extended subgroup G1 (including the developers of n competing projects). Moreover, in subgroup **A**, in addition to the experts from subgroup G1 of the original composition, two project developers of n groups – identifiers 1 and 4 – were included. Graphs **B** and **C** have combined other developers of problem solutions. Now the causes for formation of such subgroups need to be analyzed.

*to find the most object sorting that is the *most consistent* with the members of each of expert groups by calculating precise or approximate Kemeny median,

5) Method of increment refinement of object rankings, while being straightforward and correct, does not have any limitations in number of expert review participants.

Figure 3. Graphs of relationship between the rankings of experts from subgroup G1 (extended composition)

Method trial and use: The method has been successfully tested *in solving different applied tasks; in scientific studies, incl. for object ranking in *any area of expertise*, to detect determinant factors, properties, attributes; in comparison and *choice of design option*, in comparison of software by the "Ease of Service and Maintenance" criterion, etc.

2.4. Sequence of Steps of Forming Collective Choice (using PURO method):

*Conversion of elements of Kemeny distance matrix obtained during the *last step* of expert questionnaire to relative units. Selecting threshold values for

distance and assessment of response consistency extent within 80, 90 and 95 percent.

*Conversion of the matrix of relative values of Kemeny distance according to a threshold value selected.

*Grouping questionnaire respondents with the account of selected *extent of consistency* of expert opinions.

*Search for the ranking the most consistent with **identified group of correlated responses** using Kemeny's *median*.

3. Quantitative Assessment of Expenses and Efficiency (Task 3). For a comparative evaluation of the values of indicators characterizing the usefulness and effectiveness of the analyzed ways of solving the problem, it is proposed to use the method of step-by-step refinement of the values of the indicators with an estimate of the characteristics of the distribution of PUZ-OHR [11, 12].

3.1. Method Description. The method is, firstly, aimed at the use of a multistep procedure, at each step of which **simulation modeling** is performed, and, secondly, at *integration of Delphi method with expert review aimed at getting generalized opinion of group of experts regarding potential range of values of an attribute in question*.

Suppose that the *integration* with Delphi method is realized. But the question is *how we can determine that collective mind has stabilized and further questionnaires can be stopped? For instance, what are the chances that a particular limit of an attribute in question will not be exceeded? What are the chances that the value of an attribute will be within the established confidence interval?* List of such questions can be extended.

To answer the questions the following operations shall be implemented: Assessments of each i expert at step j $E^{(j)}_i$ are approximated by a rectangular (if an expert specified two values of an attribute) or triangular (when three values are specified) distribution (see [11-13]). Generalized collective opinion of n number of experts regarding value of an attribute in question is defined as a mean value of n number of random values with rectangular or triangular distribution by means of implementation at each step k of simulation modeling of **function** $E^{(k)}_{o6} = (\sum E^{(k)}_i) / n, (i \in n)$. As a *tool* for implementation of simulation modeling software is used [14, 15], that enables creating a simulation model with minimum labor resources (*in automatic mode*). Simulation modeling at each step k results in statistical characteristics (*mathematical expectation, variance, coefficient of variation, kurtosis, asymmetry*) and **distribution** (table and histogram) of values of an attribute – **function** $E^{(k)}_{o6} = f(E^{(k)}_i)$. After each step (cycle of expert review) participants of expert group are made familiar with explanations supporting significantly differing assessments of attribute values, and offered change their previous responses if they wish. During each next step j , *change* in values of coefficient of variance $K^{(j)}_{var}$ of function $E^{(j)}_{o6}$ is assessed. In case of deviation of coefficient of variance from previous value, e.g., by 5% or less expert opinions may be deemed stabilized and expert review can be stopped. Based on the results of simulation modeling at the next step, confidential interval of attribute values is assessed as well as probability of its values being more or less than the established value.

Automated synthesis of simulation models during implementation of the algorithm enables multifold reduction of labor resources needed for retrieval of attribute values in question.

3.2. Classification (Grouping) of Expert Review Participants. Using PUZ-OHR algorithm enables determination of the relationship between the responses of expert group members, extent of such relationship and factors influence of which explains presence of such relationship (whether or not education, place of work, job position, job experience, peculiarities of analyzed issue, etc. matter).

Suppose that after implementation of several steps of questionnaire for experts on the values of attributes in question, the responses of the respondents have stabilized at the last step (relative change in coefficient of variation has not exceeded the value established by the questionnaire organizers, for instance, 5 percent).

Moreover, the final table with experts' responses regarding the values of an attribute in question looks as the one shown in Table 5:

Table 5

Results of four (steps) cycles of expert review

Ex- per t	STEP 1			STEP 2			STEP 3			STEP 4		
	Mi n	Op t	Ma x	Mi n	Op t	Ma x	Mi n	Op t	Ma x	Mi n	Op t	Ma x
E ₁	3	5	9	5	6	9	6	7	9	6	7	9
E ₂	30	33	65	15	20	30	15	20	30	15	20	30
E ₃	2	5	9	4	5	8	4	5	8	4	5	8
E ₄	8	11	15	8	11	15	8	11	15	8	11	15
E ₅	3	5	8	3	5	8	3	5	8	3	5	8
E ₆	14	17	22	14	17	22	14	17	22	12	14	20
E ₇	11	15	19	11	15	18	11	15	18	11	15	18
E ₈	20	25	55	15	20	35	10	12	22	10	12	21
E ₉	12	15	35	10	15	25	8	11	15	8	11	15

*Bold font specifies values of an attribute changed by a respondent at the next step.

Now the task is to identify groups of experts whose opinions regarding the values of the attribute in question are quite similar, consistent.

Example of Expert Classification (Grouping). Table 6 shows the results of simulation modeling after each of four steps of expert review (see expert review results in Table 5).

[Note. Such a small number of experts given in the example is sufficient for explanation of specifics of grouping. It is obvious that on the Internet the number of subject matter experts involved in the expert review can amount to hundreds and thousands.]

Table 6

Results of modeling during steps 1-4

Attribute	STEP 1	STEP 2	STEP 3	STEP 4
Variable	E⁽⁰¹⁾	E⁽⁰²⁾	E⁽⁰³⁾	E⁽⁰⁴⁾
Number of iterations	1000	1000	1000	1000
Mean	17.51	13.7	12.24	11.98
Dispersion	2.02	0.61	0.37	0.36
Standard deviation	1.42	0.78	0.6	0.6
Coefficient of variance, K⁽⁰¹⁾_{var}	0.08	0.057	0.049	0.05
Asymmetry	0.3	0.08	0.08	0.15
Kurtosis	-0.22	-0.12	-0.24	-0.35
Minimum	14.2	11.4	10.36	10.38
Maximum	22.4	15.88	14.15	13.85
Modal interval	17.18 : 17.93	13.44 : 13.84	12.08 : 12.43	11.64 : 11.95

As Table 6 shows, expert review can be stopped since value $|K^{(03)}_{var} - K^{(04)}_{var}| * 100 / K^{(03)}_{var} = 2.08\% < 5\%$. Table 7 shows the values of the attribute in question obtained with probabilities of 0.8; 0.9 and 0.95 as a result of simulation modeling of opinions of each of the experts.

Table 7

Value of attribute in question with probabilities of 0.8; 0.9; 0.95

Expert	Probability		
	0.8	0.9	0.95
	Values of attribute in question		
E1	7.9	8.2	8.55
E2	23	25.5	27.2
E3	6.5	6.9	7.3
E4	6.4	6.9	7.25
E5	6.25	6.75	7.2
E6	17	18	18.6
E7	15.8	16.3	17.1
E8	16.6	17.65	19.1
E9	12.55	13.4	14

Results of grouping of experts according to whom values of attribute in question fell under the range with the probability that does not exceed 0.15; 0.3; 0.5; 0.7; 0.85; 0.95, per generalized (final) table of distribution, are given in Table 8.

Table 8

Related expert groups					
Probability					
0.15	0.3	0.5	0.7	0.85	0.95
Consistent value of attribute in question					
11.1	11.3	11.6	12	12.3	12.6
Related group of experts with selected probability of 0.8					
1, 3, 4, 5	-	-	-	-	2, 6, 7, 8, 9
Related groups of experts with selected probability of 0.9					
1, 3, 4, 5	-	-	-	-	2, 6, 7, 8, 9
Related groups of experts with selected probability of 0.95					
1, 3, 4, 5	-	-	-	-	2, 6, 7, 8, 9

3.3. Assessment of Method Novelty and Perspective Utility: Method Novelty. 1) Integration of Delphi procedure, usually used for futurism, with expert review aimed at obtaining value of an attribute in question;

2) Ensuring feedback during expert review through information subject matter experts about the results of the previous step;

3) Use of the program of successive steps, at each of which a complete cycle of expert review takes place;

4) Approximation of assessments of each of the experts represented by three values of an attribute in question (minimum, maximum and the most probable values) using a triangular distribution, and those represented by two values (minimum and maximum) – using a rectangular distribution;

5) Use of simulation modeling for determination of generalized collective opinion of n number of experts as a mean of n number of random values with a triangular or rectangular distribution (opinions of n number of expert group members);

6) Obtaining assessments of statistical characteristics (mathematical expectation, variance, coefficient of variation, kurtosis, asymmetry) and distribution of values of an attribute in question (in the form of a table and histogram);

7) Ability to determine that the values of attribute will not exceed a particular value or fall under the established range of values.

Method advantages: 1) Increased accuracy of results of expert review due to

*feedback from each next step;

*providing an expert with the possibility to specify three or two values for an attribute in question;

*determination of possibility for an attribute value to fall under the established range based on the results of simulation modeling.

2) Reduction of psychological overhead of an expert and negative impact of the presence of superiors and ambitious people on the results of expert review, since the anonymity is present and the experts do not communicate with

one another and do not know who gave a particular justification supporting significantly differing values of an attribute.

3) Presentation of the total distribution as the mean (mathematical expectation) of the sum of the rectangular or triangular distributions of the estimates of individual experts *makes it possible to obtain* the resulting distribution of attribute values, *even if* the experts specify two or three values and there is a large dispersion of estimates.

4) Identification of spontaneous groupings of experts, whose estimates relative to the values of an attribute in question are close, makes it possible to investigate the reasons for the formation of such groups. Formation of expert groups is carried out based on a given threshold value of probability of a particular range of values of an attribute analyzed.

Method Use. The method is quite commonly used for both scientific studies and for education process. Economic feasibility has, therefore, been shown for the use of method for assessment of *values of demand for a particular commodity, time of performance a particular business operation, losses of potential adverse sanctions of the competitors, time spent for breach if information system, estimated time for a problem solution, assessment of total cost of possessing long-term use items, for assessment of economic loss resulting from realization of security hazards of a company, etc.*

3.4. Steps of Formation of Agreed Collective Choice (using PUZ-OHR algorithm):

*Implementation of simulation modeling of statements of each expert (approximation by triangular or rectangular distribution). Simulation modeling results in distribution of values of an attribute in question in the form of a histogram or a table *for each expert*;

*Values of an attribute are selected from the table that, for instance, will not be exceeded with the probabilities of 0.8; 0.9; 0.95.

*Generalized distribution of attribute values is determined as a sum of opinions of all expert review members by simulation modeling.

*Table is generated listing number of experts whose opinions regarding attribute values in a generalized consistent distribution of values (from all experts) fell under the range with the selected probability.

4. Analysis of Results of Quantitative Assessment of Attributes and Realization of the Procedure of Choice (Task 4). To solve Task 4 PURO method and its modifications can be used. [16] describes one of its possible modifications used for solving Task 4.

CONCLUSION. Comparative advantages of the use of PURO and PUZ-OHR methods for formation of agreed collective choice during realization of expert reviews:

1) Activation of intellectual activity of expert due to providing the subject matter expert taking part in expert review with the possibility to consider *objections and suggestions* of other members of expert group in the atmosphere that is *free of influence* of personal qualities of the participants. Which is why there is *no adverse influence* of the *presence* of superiors and subordinates, friends and enemies, persons with different response speed, with different cultural and reli-

gious backgrounds, etc. *as expert group members on the results* of the expert review since the experts: ***do not**, usually, **know** who participates in questionnaire; ***do not know** who gave what answer, who made what decision; ***do not know** who and how reasoned their decision, their positions; ***and can be unaware** of the *true objectives* of expert review survey organizers; ***but they see** at each step *all justifications of the decisions* of questionnaire participants and *agreed* opinion of experts

2) Formation of **groups** of experts, making collective choice, **is done** spontaneously, **intuitively**, *without any outside pressure*, without involvement of any external guiding subjects.

3) Possibility to use the so-called **informed intuitive judgment** of a subject matter experts by creating conditions for active, anonymous cooperation with other subject matter experts regarding different aspects of a problem in question. In this case, *direct communication* between subject matter experts is *substituted* with a sequence of steps, *at each of which* a **complete cycle of expert review takes place**, including informing subject matter experts about the results of the previous step.

4) On the **Internet**, the experts may be located in different cities and countries, and their number can be as much as hundreds and thousands. Therefore, **among** such subject matter experts there may be *talented, naturally gifted individuals*, who have competences in particular fields that are not related to the issue in question. And as practice suggests, these are the very people who, often times, become the originators of extraordinary suggestions, or provide the most persuasive justifications for choosing a particular project.

5) The use of the methods suggests **correct quantitative** determination of a moment (step number) for completion of an expert review survey (based on the value of change of the coefficient of variance or Kemeny distance).

6) The *reliability of assessment results* is increased by *providing* participants with the *opportunity* to substantiate and specify their answers; *for example*, to indicate **the range of values** of an attribute characterizing the project performance, and **to obtain the statistical characteristics and distribution of the estimated attribute**, as a result of subsequent simulation modeling and increment value refinement procedure.

7) The methods are *correct, tested multiple times*, and have proven their applied utility when used in different fields.

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METHODOLOGICAL APPROACHES AND PRINCIPLES OF ANALYSIS OF CONTRACTS IN THE CONCEPT OF EFFICIENCY OF A COMPANY'S INTERNATIONAL TRADE ACTIVITY

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Abstract

The paper is focused on studying the relevant issues of development of a methodological base and an applied toolware for the international trade contract analysis aimed at the increase of efficiency of the international trade activity by business entities.

Keywords: international trade, international trade contract, foreign supplier, criterion, methodology, methodological approach, evaluation, principles of analysis, efficiency.

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Companies enter the international market to find new directions of their development, which explains the wide involvement of business communities of countries into the global relations. Under the contemporary conditions achieving high efficiency of the activity is possible only through active participation both in the domestic market and the international one despite the sanctions introduced by the western countries against Russia as the Russian business participation in the international trade is determined by the World Trade Organization. Russia became a WTO member in 2012. Absence of a uniform methodology of evaluation of a business entity activity in the world market slowed down the achievement of high efficiency, that made the companies-members of the international trade develop a toolware for evaluating efficiency of their international trade activities.

In view of dynamism of this direction of a company's activity, the analysis of its efficiency should involve all components of this business process, including conditions of contracts. This is explained by the fact that in performance of international trade contracts a company forms assets and liabilities constituting its financial state; and exchange rate differences affecting the financial result of a company, conditions for prepayment in import contracts and payments after delivery of goods in export transactions requiring adjustment of the floating capital management, which involve a high risk, occur.

Relevance of selecting the optimal contract for a company is caused by the fact that its provisions are the toolware of mitigation of negative influence of an unstable rate of the national currency and high inflation on the international trade activity. At the same time, contracts with foreign suppliers and buyers are under the close attention of regulating bodies in view of reduction of volumes of export-import transactions and, as a result, foreign exchange proceeds from the sale of raw materials that fell in price. This is confirmed by amendments in the effective legislation. Thus, according to Federal Law No.89-FZ of April 05, 2016 [3], the term of bringing to responsibility for currency offences is increased from

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one year up to two years from the date of its commission; the punishment for legal entities that have not returned funds to the territory of Russia in the terms specified by Federal Law No.30-FZ of February 15, 2016 [2] is strengthened.

The analysis of legal literature shows that now the legal framework regulating the international purchases is being actively formed. Thus, business entities may apply the provisions of Federal Law No.44-FZ of April 05, 2016 *On the contractual system in the sphere of purchases of goods, works, services for the state and municipal needs* [4] taking into account the Civil Code and the Customs Code of the Eurasian Economic Union as a basis for development of the system of internal control over purchases of goods under international trade contracts.

The review of economic literature and our own studies let us state that at present there are several methods that give a possibility to assess efficiency of international trade contracts. Among them there is a methodology recommended by the Ministry of Economy of the Russian Federation in 2000 as well as the methods proposed by V. I. Barilenko [13, p. 298] based on assessment of impact of foreign exchange holdings and liabilities on the financial results of a company's activity; by F. F. Ionova [10, p. 313] assessing efficiency of export contracts by cost indicators including a contract performance ratio; by L. E. Strovsky [9, p. 211] calculating the efficiency of export contract using such indicators as profitability and costs per ruble of exported market products. Despite relative simplicity of the performance indicator calculation the comparison of their values with the data of the previous periods and refusal to consider the cash flows of a company makes it difficult to define the optimal variant of the international trade contract by these methods, which requires their refinement as under uncertainty of the international trade this negatively affects the reliability of efficiency assessment of the international trade activity by a business entity.

The development of international trade strategy by business entities with the purpose of creating an economic growth reserve requires new approaches to assessment of international trade efficiency; in this connection, the system of the international trade contract analysis needs to be established. Such system should take into account the influence of a changing environment, long-term consequences of management decisions and ensure economic security of a participant of the international trade. From the point of view of O. I. Vasilchuk, the problem of efficiency assessment is caused by the fact that the system based on indicators of cost efficiency and profitability allows for assessing efficiency of business only in the short-term period and in the conditions of constant relations between contractors and in the absence of asymmetry of information [7, p. 54]. It should be noted that the international trade activity is considered as an integral part of a company's production and commercial activities, and it is intended, firstly, to increase profitability of a business entity and, secondly, to ensure survival of a company under economic uncertainty. Therefore, in our opinion, the profitability increase is only one of the ways to monitor efficiency of this type of activity. Thus, the review of literature has revealed absence of the uniform method of assessment of the international trade contract efficiency in Russia at the present stage. This causes difficulties for companies in making management decisions.

The scientific challenge of sorting out contradictions between the need of a company in modern technologies of the international trade activity efficiency management, on the one hand, and imperfection of the methodology preventing

the implementation of strategic plans in the field of the international trade, on the other hand, refers us to the methods of choosing a contract containing the best conditions for a company among all alternatives available in other countries. For objective assessment of the international trade activity efficiency, let us make a comparative analysis of the method of the Ministry of Economy of the Russian Federation [1], the method of the European Union developed on the basis of its financial regulations together with the European Development Fund [14], and the methodology by A. S. Morokov applied in the Republic of Belarus, one of the countries of the Customs Union of the Eurasian Economic Union [12], that ensure the optimal version of an international trade contract. The results obtained within the comparative study are presented in Table 1.

The analysis of the methods studied shows that each method is based on the contract condition scoring, and the criterion is an indicator selected by a company. The optimal contract is a contract with the greatest final score.

Table 1

The comparison study of the evaluation
methods of international trade contracts

Parameter	Methodology		
	Ministry of Economy of the Russian Federation	European Union	A. S. Morokov
1	2	3	4
Analysis object	Contract natural indicator	Contract natural indicator	Contract natural indicator
Criterion	Contract indicator	Contract indicator	Contract indicator
Requirement to the mathematical apparatus of the methodology	Indicators are quantifiable; otherwise the method of expert evaluation is applied.	Indicators are quantifiable; otherwise the method of expert evaluation is applied.	Indicators are quantifiable.
Ranking scale	1 to 10	1 to 10	1 to 10
Scoring of the l^{th} indicator of the k^{th} supplier	$B_{kl} = 1 + \frac{(IN_{kl} - IN_{n_l})}{(IN_{s_l} - IN_{n_l})} \times 9;$ <p>where B_{kl} is the score of the analyzed l^{th} indicator for the k^{th} supplier; IN_{kl} is the value of the analyzed l^{th} indicator measured in natural units for the k^{th} supplier; IN_{n_l} is the worst value of the analyzed l^{th} indicator measured in natural units among possible of all suppliers; IN_{s_l} is the best value of the analyzed l^{th} indicator measured in natural units among possible of all suppliers.</p>	<p>1) if $IN_{n_l} < IN_{s_l}$, then $B_{kl} = 10 \times \frac{IN_{kl}}{IN_{s_{kl}}}$, (1)</p> <p>2) if $IN_{n_l} > IN_{s_l}$, then $B_{kl} = 10 \times \frac{IN_{s_{kl}}}{IN_{kl}}$. (2)</p>	<p>1) if $IN_{n_l} < IN_{s_l}$, then $B_{min_l} = 10 \times \frac{IN_{n_l}}{IN_{s_l}}$, (3)</p> <p>where B_{min_l} is the score of the l^{th} indicator of a contract having the worst indicator of all contracts offered by suppliers</p> <p>2) if $IN_{n_l} > IN_{s_l}$, then $B_{min_l} = 10 \times \frac{IN_{s_l}}{IN_{n_l}}$, (4)</p> <p>3) number of points for other indicators $B_{kl} = B_{min_l} + \frac{(IN_{kl} - IN_{n_l})}{(IN_{s_l} - IN_{n_l})} \times (10 - B_{min_l}).$</p>

Table 1 continued

Parameter	Methodology		
	Ministry of Economy of the Russian Federation	European Union	A. S. Morokov
1	2	3	4
Ranking assigned to the worst indicator	1 point is automatically assigned to an indicator with the worst value among all suppliers.	The minimum number of points, together with the estimate value may be any value in the interval of 0 to 10 calculated by the formula (1) or (2).	The minimum number of points calculated by the formula (3) or (4) taking into account a scale of differences in natural indicator values of contracts for each criterion.
Ranking assigned to the best indicator	10 points are automatically assigned to an indicator with the best value among all suppliers.	10 points derived from calculation under formula (1) or (2)	10 points are automatically assigned to an indicator with the best value among all suppliers.
Final ranking of a contract of the k^{th} supplier	$B_{k_{total}} = \sum_{l=1}^n \alpha_l \times B_{kl} \leq 10,$ where α_l is the ratio determining the relative share of the l^{th} criterion by its importance in the procedure of choosing the optimal contract among other criteria; n is the number of criteria used in contract evaluation	$B_{k_{total}} = \sum_{l=1}^n \alpha_l \times B_{kl} \leq 10,$ where α_l is the ratio determining the relative share of the l^{th} criterion by its importance in the procedure of choosing the optimal contract among other criteria; n is the number of criteria used in contract evaluation	$B_{k_{total}} = \sum_{l=1}^n \alpha_l \times B_{kl} \leq 10,$ where α_l is the ratio determining the relative share of the l^{th} criterion by its importance in the procedure of choosing the optimal contract among other criteria; n is the number of criteria used in contract evaluation
Optimal contract	The contract that received the highest final score in points	The contract that received the highest final score in points	The contract that received the highest final score in points
Characteristic curve	Linear distribution of estimates based on contract indexes for each criterion	Hyperbolic distribution of estimates depending on indicator values of a contract for each criterion	Linear distribution of estimates based on contract indexes for each criterion
Disadvantages	Distribution of estimates is very sensitive to a value of indicator dispersion range measured in natural values of a contract for each criterion	A large number of calculations leading to errors in final results	Complexity of calculations that may lead to mistakes contributing to the final result
Advantages	<ul style="list-style-type: none"> - easy calculations; - visual expression of results; - ability of the method automation allowing to carry out scoring of contract indicators; 	<ul style="list-style-type: none"> - distribution of estimates has allowable sensitivity to the contract indexes dispersion range for each criterion; - ability of the method automation allowing to carry out scoring of contract indicators; 	<ul style="list-style-type: none"> - distribution of estimates has allowable sensitivity to the contract indexes dispersion range for each criterion; - ability of the method automation allowing to carry out scoring of contract indicators; - B_{min_i} is the value in relation to which scoring is made for the contract indicators proposed by suppliers exceeding B_{min_i} that ensures accurate estimation of a particular contract.

The source: prepared by the author using [11, p. 75-78]

Activities under uncertainty, in our opinion, make a company use a tool-ware to identify suppliers in competitive ways. We believe that in order to solve this problem a business entity may apply any of the methods considered above.

To confirm this conclusion, we can represent its practical implementation as a case study of a brewer purchasing premium beer abroad. An importer upon receiving an offer from six foreign suppliers should choose from the offered variants the optimum contract for premium beer purchases using the offer price as the criterion. Applying the methods of the Ministry of Economy of the Russian Federation, the European Union and by A. S. Morokov a company can obtain different results as it is shown in Table 2.

Table 2

The selection of the optimal import contract by a company

Supplier	Criterion	Ranking, score		
	Purchase price, Euro/L	Methods		
		Ministry of Economy of the Russian Federation	European Union	A. S. Morokov
I	13.00	10.00	10.00	10.00
II	17.00	7.75	7.65	8.62
III	22.00	4.94	5.91	6.90
IV	25.00	3.25	5.2	5.86
V	26.00	2.69	5.0	5.52
VI	29.00	1.00	4.48	4.48

The analysis of Table 2 shows that according to the criterion of the premium beer purchase price the optimal contract for a company is that under conditions offered by Supplier I, while unacceptable conditions for an importer is contained in the commercial offer of Supplier VI. The graphic interpretation of the obtained results is shown in Figure 1.

As in the international trade a price of goods continues to be an indicator influencing decisions to conclude a contract, the methods specified by Article 22, Part 1 of Federal Law No. 44-FZ of April 05, 2013 may be used for its substantiation [4], that does not eliminates a possibility of applying other methods. There may be situations when one of the parties of a future agreement requires to specify a price formula therein. In this case when entering into an international trade contract, a company should be guided not only by Government Decree No.19 of January 13, 2014 [6], but also by the international law.

It should be noted that instead of the price a company may use the goods life cycle as the estimation criterion of offers, including the cost of its purchase, transportation, pre-sale preparation, subsequent maintenance, repair and disposal, that does not contradict to Clause 3, Article 32 of Federal Law No.44-FZ of April 05, 2013 [4]. The cases when a life cycle contract should be concluded are determined by Government Decree No.1087 of November 28, 2013 [5], and its cost for goods may be calculated in accordance with Part 20 of Article 22 of Federal Law No.44-FZ of April 05, 2013 [4].

Figure 1. The distribution of estimates of the import contract indicator by the Price criterion

Under uncertainty the companies having chosen a contract the most completely corresponding to their strategies are not immune to a situation when a foreign supplier can refuse to sign it. In this case, an importer guided by Clause 4 of Article 54 of Federal Law No 44-FZ of April 05, 2013 [4] and the conclusions contained in a number of scientific papers, for example, by O. I. Vasilchuk, N. K. Muravitskaya [8, P. 40] selects the contract of the supplier ranked second among all the bids. However, this is not the right solution as scoring of contracts left after removal of the supplier proposed the best conditions to a company may result in that the optimal contract is one that initially was ranked lower than number two.

In the following example, it is confirmed that distribution of points will be different after re-evaluation of the suppliers' offers without a contract recognized as the best one during the initial evaluation. The data of an importer of premium beer under the international trade contracts are used as an information base for calculations. Table 3 shows the commercial offers of four foreign suppliers for which a company has chosen natural indicators of contracts according to their weighting coefficients as evaluation criteria. Scoring is based on the method developed on the basis of the Financial regulations of the European Union and the European Development Fund. The values of weighting coefficients of criteria are defined on the basis of the business practice of the company in procurement from different suppliers.

The analysis of the obtained data shows that the optimal conditions for a company are included into the contract proposed by Supplier I, which has the final score 8.4. The offer ranked second is the offer of Supplier II. The re-evaluation, according to the methodology of the European Union, of foreign suppliers' offers excluding the contract of Supplier I that refused to enter into the agreement for supply of premium beer with the company, gives the results presented in Table 4. The analysis of this table shows that if Supplier I is removed, the optimal contract may be offered by Supplier III that received 7.6 points during re-evaluation against 7.3 points for Supplier II.

Table 3

The initial evaluation of import contracts

Criterion/Indicator	Weighting coefficient	Foreign supplier			
		I	II	III	IV
Purchase price, Euro/L	0.5	106.40	76.00	95.00	190.00
Score by this criterion		7.1	10.0	8.0	4.0
Score by this criterion considering weighting coefficient		3.6	5.0	4.0	2.0
Delivery term, days	0.2	12	19	23	11
Score by this criterion		9.2	5.8	4.8	10.0
Score by this criterion considering weighting coefficient		1.8	1.2	1.0	2.0
Warranty period, months	0.3	18.2	4.6	10.6	12.2
Score by this criterion		10.0	2.5	5.8	6.7
Score by this criterion considering weighting coefficient		3.0	0.8	1.8	2.0
Final score		8.4	7.0	6.7	6.0
Ranking		1	2	3	4

Table 4

The re-evaluation of contracts according to the selected criteria system

Criterion/Indicator	Weighting coefficient	Foreign supplier		
		II	III	IV
Purchase price, Euro/L	0.5	76.00	95.00	190.00
Score by criterion		10.0	8.0	4.0
Score by criterion considering weighting coefficient		5.0	4.0	2.0
Delivery term, days	0.2	19	23	11
Score by criterion		5.8	4.8	10.0
Score by criterion considering weighting coefficient		1.2	1.0	2.0
Warranty period, months	0.3	4.6	10.6	12.2
Score by criterion		3.8	8.7	10.0
Score by criterion considering weighting coefficient		1.1	2.6	3.0
Final score		7.3	7.6	7.0
Ranking		2	1	3

The differences in the results can be explained by the fact that, firstly, scoring in the method of the European Union is calculated according to different formulas. In the formula (1) shown in Table 1 the IN_{kl} index is in the numerator, and in the expression (2) in the denominator, which indicates the linear distribution of points in the first case, and the hyperbolic dependence of natural indicator values from their scores in the second case. Secondly, an import contract containing the conditions optimal for the company's strategy that is expressed by the maximum final score may not only have the best value, but also the worst value, or the value between these values of a natural indicator. Therefore, depending on what value of an indicator is excluded from consideration, each of the two situations described above has three scenarios, the analysis of which is carried out below.

Calculations of scoring by the methods of the European Union, the Ministry of Economy of the Russian Federation and A. S. Morokov for all commercial offers including the cases corresponding to exception of a contract with the best value of the criterial indicator, a contract with intra-range value of this indicator, and a contract with the worst value from the analysis give an opportunity to form Table 5.

The analysis of Table 5 shows that, for a case excluding an import contract with the best conditions for a company from consideration, it is more appropriate for an importer to accept the contract proposed by Supplier III if the criterial indicator is the price of premium beer purchase.

It should be noted that in this case, the evaluation of the contract proposed by Supplier III increases for two points, and scoring of the Supplier IV offer increases for only one point indicating the non-linear distribution of estimates.

If a company selects a goods delivery term as a criterial indicator, then in case of the refusal of Supplier IV to sign a contract, it is desirable for an importer to deal with Supplier I. The situation is opposite when a business entity chooses the guarantee term provided by a foreign supplier as a criterion for evaluation of import contracts. In this case, the score of the Supplier II offer increases for 1.3 points; the scores of the contracts of Suppliers III and IV increase for 2.9 and 3.3 points, respectively, that indicates the non-linear distribution of natural indicators scores.

Table 5

The evaluation of import contracts according to the methods under study

Method- ology	Ministry of Economy of the Russian Federation				European Union				A. S. Morokov			
Criterion	Foreign supplier				Foreign supplier				Foreign supplier			
	I	II	III	IV	I	II	III	IV	I	II	III	IV
Purchase price specified in the in- itial of- fer, Euro/L	106.40	76.00	95.00	190.00	106.40	76.00	95.00	190.00	106.40	76.00	95.00	190.00

Table 5 continued

Methodology	Ministry of Economy of the Russian Federation				European Union				A. S. Morokov			
Criterion	Foreign supplier				Foreign supplier				Foreign supplier			
	I	II	III	IV	I	II	III	IV	I	II	III	IV
Score by this criterion at:												
- Initial offer	7.6	10	8.5	1	7.1	10	8	4	8.4	10	9	4
- removal of a supplier with the best conditions of a contract	8.9	-	10	1	8.9	-	10	5	9.4	-	10	5
- removal of a supplier with an offer with parameters within the range	-	10	8.5	1	-	10	8	4	-	10	9	4
- removal of a supplier with the worst conditions of a contract	1	10	4.4	-	7.1	10	8	-	7.1	10	8.2	-
Delivery term specified in the initial offer, days	12	19	23	11	12	19	23	11	12	19	23	11
Score by this criterion at:												
- Initial offer	9.3	4	1	10	9.2	5.8	4.8	10	9.6	6.5	4.8	10
- removal of a supplier with the best conditions of a contract	10	4.3	1	-	10	6.3	5.2	-	10	7	5.2	-
- removal of a supplier with an offer with parameters within the range	9.3	-	1	10	9.2	-	4.8	10	9.6	-	4.8	10

Table 5 continued

Methodology	Ministry of Economy of the Russian Federation				European Union				A. S. Morokov			
Criterion	Foreign supplier				Foreign supplier				Foreign supplier			
	I	II	III	IV	I	II	III	IV	I	II	III	IV
- removal of a supplier with the worst conditions of a contract	8.9	1	-	10	9.2	5.8	-	10	9.5	5.8	-	10
Warranty period specified in the initial offer, months	18.2	4.6	10.6	12.2	18.2	4.6	10.6	12.2	18.2	4.6	10.6	12.2
Score by this criterion at:												
- Initial offer	10	1	5	6	10	2.5	5.8	6.7	10	2.5	5.8	6.7
- removal of a supplier with the best conditions of a contract	-	1	8.1	10	-	3.8	8.7	10	-	3.8	8.7	10
- removal of a supplier with an offer with parameters within the range	10	1	5	-	10	2.5	5.8	-	10	2.5	5.8	-
- removal of a supplier with the worst conditions of a contract	10	-	1	2.9	10	-	5.8	6.7	10	-	5.8	6.7

The source: calculated by the author

The results obtained after re-evaluation differ from the results of initial analysis of import contract terms. It may be explained as follows. The performed analysis of import contracts using the Warranty Period criterion excludes from consideration the contract proposed by Supplier I with the best indicator among all suppliers under this criterion.

The score increment under the contract of Supplier III is 0.3 points, while the Supplier II offer has this value as 0.8 points. Therefore, the difference between increments of import contracts of the suppliers' score is equal to 0.5 points. Since the score reserve of all criteria at initial offering was 0.3 points, it can be argued that the offer of Supplier II has the reserve of 0.3 points over the

offer of Supplier III. When the remaining offers are re-evaluated, the score reserve of all criteria is 0.3 points, which indicates that the final score of the Supplier III contract exceeds over the final score of the Supplier II offer.

According to the mentioned above, the following conclusions can be made:

1) The final score of an import contract is formed by summing up the scores for each criterion taking into account their weighting coefficients.

2) In the case of exclusion of a contract that has the best indicator of all alternatives for a particular indicator from consideration, the scores for remaining bids change that results in the changes of ranking distribution.

3) If the analysis excludes an indicator that does not have the best ranking by this criterion, the scores for remaining offers do not change, so the distribution of their ranks remains the same.

4) The necessary condition for preserving the ranks obtained by commercial offers during the initial evaluation is equality to zero of difference of increments of their points.

Since the necessary condition of the European Union method is not met, the analysis of import contracts is carried out according to the method proposed by the Ministry of Economy of the Russian Federation. The values of the received scores are different from estimates found according to the European Union method, which leads to other conclusions. Thus, the analysis of the data presented in Table 5 states the different behaviour of estimates corresponding to the cases of exclusion from consideration of the best indicator relating to a contract with optimal conditions for a company, and the worst of all supplier offers, which can lead to errors in calculating.

In our opinion, the method proposed by A. S. Morokov gives an opportunity to avoid mistakes which can take place in the evaluation of import contracts according to the method of the Ministry of Economy of the Russian Federation [12]. The analysis of the obtained results suggests that application of this method for evaluation of contracts, if the best value of its worst indicator is exceeded, results in the changes in estimates if the analysis excludes the best indicator. If the worst value of the indicator exceeds its best value, then if the worst indicator is excluded from the study, the score also changes. If the best value is excluded from the analysis for the case in which its worst value exceeds the best value, there is no change in the distribution of estimates for the selected criterion, because the difference between increments of the scoring of foreign suppliers offers equals to zero.

Summarizing the results of the analysis, it can be stated that none of the methods can reliably define the optimal import contract during repeated scoring of commercial offers, in the case of the refusal of a supplier that proposed the best conditions to a company to sign a contract. In our opinion, an adequate result may be obtained by using the method by A. S. Morokov, as the necessary condition for preserving the distribution of scores when the best indicator is excluded from the analysis is met.

We believe that a company concluding import contracts for purchase of goods within its business activity that it carries out at its own risk can apply the considered methods to develop the toolware enabling it already at the stages of the offer analysis to identify the actions of an unfair supplier that is forced to conclude contracts not only through the proposal of win conditions to the parties of the potential transaction, but also taking various actions to gain the trust of the buyer due to conditions of uncertainty prevailing in the international market.

An example of such operations is a supplier's offer containing conditions that it fails to fulfil due to the lack of production capacity, storage space, and specialists of the corresponding level. Relevance of this problem is caused by the fact that recently in the beer industry there were cases when commercial offers were made to a buyer by the companies not officially affiliated, but actually one of them was created by a supplier only for concluding a contract in account of forming a offer not only at the level of customer's requirements but exceeding thereof.

Substantiation of this statement is the results of the analysis conducted in order to identify possible manipulations of the foreign supplier (Supplier VI) with the parameters of import contracts proposed to a company (see Table 6). Import contracts proposed by six potential suppliers were evaluated on the basis of the scoring methods of the European Union, the Ministry of Economy of the Russian Federation and A. S. Morokov according to such criteria as a delivery price, delivery terms and a warranty period. The analysis of Table 6 shows that, since Supplier III is a company created by Supplier VI to increase its competitiveness in the Warranty Period criterion against its competitors, but actually not having such level of competitiveness; it creates a new offer with the warranty period of 45 months, as it is evidenced by the results of the evaluation of import contracts taking into account changes in the conditions introduced by Supplier III in the offer presented in the same table.

Table 6

The evaluation of import contracts for identification of fake foreign suppliers

Contract version Criterion	Initial Foreign supplier						Revised Foreign supplier					
	I	II	III	IV	V	VI	I	II	III	IV	V	VI
Purchase price, Euro/L	9.12	7.60	11.40	9.88	8.36	11.40	9.12	7.60	6.30	9.88	8.36	11.40
Score by this criterion according to the method:												
- the European Union	8.3	10	6.7	7.7	9.1	6.7	6.9	8.3	10	6.4	7.5	5.5
- Ministry of Economy of the Russian Federation	6.4	10	1	4.6	8.2	1	5	7.7	10	3.7	6.4	1
- A. S. Morokov	8.7	10	6.7	8	9.3	6.7	7.5	8.8	10	6.8	8.1	5.5
Delivery term, days	17	12	23	19	14	23	17	12	10	19	14	23
Score by this criterion according to the method:												
- the European Union	7.1	10	5.2	6.3	8.6	5.2	5.9	8.3	10	5.3	7.1	4.3
- Ministry of Economy of the Russian Federation	5.9	10	1	4.3	8.4	1	5.2	8.6	10	3.8	7.2	1
- A. S. Morokov	7.8	10	5.2	6.9	9.1	5.2	6.9	9.1	10	6.1	8.2	4.3
Warranty period, months	30	24	15	18	36	15	30	24	45	18	36	15
Score by this criterion according to the method:												
- the European Union	8.3	6.7	4.2	5	10	4.2	6.7	5.3	10	4	8	3.3
- Ministry of Economy of the Russian Federation	7.4	4.9	1	2.3	10	1	5.5	3.7	10	1.9	7.3	1
- A. S. Morokov	8.3	6.7	4.2	5	10	4.2	6.7	5.3	10	4	8	3.3

The source: calculated by the author

The analysis of the obtained results shows that with the increase of a warranty period by Supplier III the scoring of Supplier IV according to the method of the Ministry of Economy of the Russian Federation does not change whereas competitors' scores decrease, but not significantly. According to the methods of the European Union and A. S. Morokov, the score of the Supplier IV offer decreases as well as the scores of other suppliers' offers.

However, as the score of the initial version of contract terms of Supplier VI according to this criterion was lower than the competitors' rankings, the value of point losses is significantly lower, only 0.9 points, than, for example, for Supplier V, which has lost 2 points.

The study of foreign supplier offers according to the Purchase Price criterion shows that if Supplier III changes its offer by specifying the sale price at the level of 6.3 euro/L, the distribution rankings received by competitors' contracts change that is confirmed by the calculations presented in Table 6.

At the same time the analysis of the obtained scores shows that as a result of the price decrease by Supplier III, the Supplier VI offer score according to the method of the Ministry of Economy of the Russian Federation remains at the same level, while the scores of competitor's offers decrease. It indicates that this method gives an approximate estimate.

The re-evaluation points of foreign counterparties' offers according to the method of the European Union are below the values they had initially. As the ranking of the contract was initially below than the rankings of contracts of the competitors, the value of point loss of Supplier VI in the absolute terms is less than losses of other suppliers.

The price adjustment by Supplier III led to the decrease of the scores of the indicator of all offers calculated according to the method by A. S. Morokov for 1.2 points. This means that excessive change in the value of the natural indicator of an import contract by one of the suppliers does not contribute to the change of the difference in the previously obtained scoring.

Therefore, we believe that the method by A. S. Morokov gives an opportunity to obtain adequate results of evaluation of import contracts if suppliers change the terms of commercial offers as the greatest value of the natural indicator of a contract is the worst value, and the lowest value is the best value.

The following conclusions can be drawn from compilation of the results of the study performed.

Disclosing organizational and methodological approaches to the analysis of international trade contracts, the paper argues and substantiates the need to develop a toolware to obtain reliable evaluation of international trade contracts. The demand for creation of such methodical toolware is justified, since none of the current methods of the import contract analysis does not enable a company to obtain single-value estimate for choosing an optimal import contract. The results of the conducted analysis of the final score help establish that its application in the methods of the Ministry of Economy of the Russian Federation, the European Union and A. S. Morokov for summarizing information about the parameters of contracts as a result of evaluation of alternative offers does not provide a company with all necessary information for making a management decision.

The paper proves that the purpose of the international trade contract analysis is determined by the issues arisen. Therewith, values of criterial indicators should become objects of the separate study. This approach is reasonable as each index selected by a company as criterial one has its own information array. This can help to define the range of indicator values influencing efficiency of the international trade activity carried out by a business entity.

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MODERNIZATION OF ECONOMIC EDUCATION

SPECIFICS OF INTEGRATED APPROACHES IN THE ORGANIZATION WORK WITH YOUTH: SOCIAL AND PSYCHOLOGICAL ASPECT

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The relevance of a subject of a research is defined by need of accurate and consecutive realization of an integrated approach to the organization of social work with youth taking into account modern realities. Transformation of traditional social ties and destruction of educational function of the state and also increase in aggression in the environment of youth, development of asocial subcultures and countercultures, a variety of deviant forms of manifestation among younger generation - these factors and social realities of today increase responsibility of youth for successful socialization and the choice of behavior model.

Keywords: youth, risk groups, deviant behavior, subculture.

Scientific research of youth as separate object of studying has arisen in the 19th century that has in turn defined prerequisites for the theoretical analysis of this public phenomenon. One of the ancestors of positivism the English sociologist, the philosopher Mr. Spencer in the scientific research of "The sociology basis" has for the first time concerned a problem of position of youth in society where the gender subject became the central aspect of his studying. So, Spencer claims that the rights of youth have a bit different character, than the rights of adults. The rights of adults come from freedom of their activity, the youth unlike adults on the whole such is imprisoned. Therefore, the rights of children are "legal requirements" concerning products of free activity of adults [3, S. 461]. In Spencer's understanding of people, having passed the childhood period, at once enters an adult stage of life. Reasonable remarks of the scientist concerning difference in the rights and freedoms and also provisions of youth in the company of adults are very essential to the analysis of social aspects of growing of the person, however his researches haven't laid the foundation for statement and a research of a question of problems of the most younger generation yet. However, already in the class approach offered by K. Marx and F. Engels it is possible to track the arising prerequisites for the appeal to a youth perspective. In class approach understanding of youth as social group has found groundlessness of the attitude towards her as undifferentiated social community. The most essential that was brought by class approach in the theory of youth, according to a number of researchers, consists in the following:

- the youth was considered in indissoluble communication with socially – economic formations, it becomes a part of productive forces and joins in relations of production inherent in them. It rejects understanding of youth as "reserve" of society.

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- the youth was considered the community and as the carrier of process of alternation of generations not as isolated, closed which in socially – the economic relation acts as reproduction and modification socially – the class structure inherent in this society.

- there was a reasonable understanding of a role of youth in social practice. The role of youth in revolutionary change of society, is defined not socially – psychological lines of youth, class interests. At the same time, it was emphasized that class positions of various groups of youth are at a formation stage, are unstable, fragile in relation to external influences.

We will notice that the ideas of Marxism as well as views of early positivists, are of interest only as the prerequisites which have influenced development of scientific ideas of youth in the next years. Formation actually of theories of youth have with them no direct link. Early studies of such plan appear at the beginning of the 20th century, however, they more anthropological, than sociological. It is connected, with the advent of a possibility of empirical researches of youth. However the students share as a part of age groups of youth is still insignificant for sociological judgment of a phenomenon of youth. In general judgment of youth as special object of a research became result of anthropological researches.

It should be noted, importance from the point of view of a youth phenomenon research the prestavleniye developed by Russo about crisis character of the period of youth. At the same time it is necessary to consider that the thinker investigates not youth, but the individual's youth. Consideration of features of formation of the person in the period of his youth is the cornerstone of his anthropological concept of education which has exerted noticeable impact on formation of the first theories of youth[2].

Are that, theoretical prerequisites of development of conceptual approaches to judgment of a phenomenon of youth from sociology positions. Within sociological science the youth perspective was investigated most actively.

Further sociological ideas of youth were formed, on the one hand, on the basis of demographic division of age categories for studying of this age group as the preparation for change of elderly generation and reproduction of public structure which is in the period; with another – on the basis of identification of features of her socialization and education. Owing to what, judgment of a phenomenon "youth" needs to be considered also in the context of concrete socially – historical situations when the youth became an object, both public attention, and researches.

The youth is the social and demographic group integrated on the basis of set of age characteristics, level socially – psychological development and a social status. Youth is universal from the ontological point of view, however its age brackets, level of social and psychological development, a social status in society depend from socially – historical conditions and a public basis, cultural characteristics and circumstances in which process of socialization in this society proceeds. The youth research within sociological science is based on community of system and structural approach and the analysis of social-class division of the society researching features of situation and a role of the younger generation in

comparison with heterogeneous age structure of society on the basis of a certain method of production and more extensive historical analysis [1, S. 128.].

Social functions, such as are characteristic of the younger generation:

- inheritance of the reached level and an eligibility in development of society and state, formation of an image of the future;
- function of social reproduction;
- the youth is the main base of labor capacity of the country;
- has the potential for progressive formation of the economic, social unit and also for development of the cultural, scientific and educational environment.

Among the objective conditions of social progress influencing a foreshortening in development of youth it is possible to define two mains:

a) permanently the transformed objective and subjective circumstances of the macroenvironment, define features of entrance of youth in public structure. Respectively it influences both formation of a portrait of younger generation, and the level and rates of development of the structure.

b) factors of social progress are reproduced in consciousness of youth, creating their needs, valuable reference points, interests, behavior model that has significant effect on idea of youth.

However you should not exclude also that the appearance of youth is created also by the reasons caused socially – demographic factors. Also are characterized by the public relations and the social status peculiar to this age group. According to it, the youth has a row of the features following, first of all, from its most objective entity. These factors and social realities of today increase responsibility of youth for the successful socialization and the choice of behavior model.

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RECREATION AND TOURISM

RESORT TOURISM IN GEORGIA

T. Zubitashvili¹

Abstract

Georgia is an important resort and tourist country. Its picturesque, enchanting nature, landscapes, covered with eternal snow and glaciers, the Caucasian ridge, the velvet subtropical of the Black Sea coast, the abundance of rivers and exotic waterfalls, the original karst caves, unique mineral springs, monuments of ancient culture, generally rich recreational resources create favorable conditions for development of agriculture, tourism and mountaineering development. The territory of Georgia is a classic country of vertical zones of geographical landscapes.

Keywords: health resort, mineral waters, medical treatment, therapeutic mud, resort place, balneological resorts, medical tourism.

Использование минеральных вод имеет большое значение для отдыха и лечения курорта. В Грузии встречаются почти все виды минеральной воды и более 2000 минеральных источников.

Богатство и разнообразие минеральных вод позволяют лечить заболевания сердечно-сосудистой, нервной, пищеварительной систем, гинекологические, опорные механизмы, профилактику и реабилитацию на грузинских курортах.

Наиболее распространенный вид минеральных вод - углекислый газ - основан на знаменитых бальнеологических курортах - Боржоми, Шови, Уцера, Набеглави, Саирме и др.

Высокие терапевтические свойства характеризуют термические сульфидные, радоновые, азотные, салициминовые минеральные воды, используемые для лечения периферической нервной системы, кожных и гинекологических заболеваний.

Эти воды используются на курортах Цхалтубо, Тбилиси, Нуниси, Ткварчели, Гагра, Сухуми, Махинджаури, Зекари, Аспиндза. [1]

Из-за богатства и разнообразия природных факторов в Грузии выделено 340 курортов, которые используются для укрепления здоровья, лечения и профилактики заболеваний.

Курортные места характеризуются желательным климатом, минеральными водами или лечебными грязями.

Некоторые курорты хорошо обустроены: построены коттеджи, небольшие здания для ванн, устроены природные стоки минеральных источников. [2]

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Рис. 1. Природа Грузии

Рис. 2. Курорт Шови

Рис. 3. Курорт Боржоми

Различны климатические условия – в низменных (500-1000 м над уровнем моря) и средних (1000-2000 м над уровнем моря) районах с горно-климатическими и бальнеоклиматическими курортами.

На высоте 700 м над уровнем моря главным образом расположены бальнеологические курорты на высоте 700-1000 м над уровнем моря, а на 1000-1500 м над уровнем моря расположены – горно-климатические курорты. Курортную зону в основном используют в Западной Грузии на высоте 1500-2000 метров над уровнем моря.

Развитие лечебных курортов, как правило, является очень важной областью для нашей страны.

Это приведет к занятости значительной части местного населения и улучшению существующего социального положения в стране.

Для этого необходимо подготовить и переобучить население по следующим направлениям: медицинский персонал, персонал отеля, персонал ресторана, персонал банка.

Интенсивным должно быть преподавание иностранных языков (особенно английского языка) для местного населения.

Иностранные инвесторы, которые решили инвестировать в курортные зоны Грузии, должны отвечать определенным требованиям, в том числе наиболее важным - создание рабочих мест для граждан Грузии, а именно местного населения.

Государство будет обучать местных жителей и предлагать инвесторам квалифицированных инвесторов.

Инвестор, в свою очередь, будет нанимать подготовленные кадры, где 80-90% всего персонала должны быть местными или другими гражданами Грузии.

Материалы и методы: в статье изложены литературные данные, а что касается метода, в статье использованы географические, климатические и ландшафтные методы исследований.

На основе существующей литературы в статье представлена особенность курортного туризма и перспективы развития спроса на этот продукт в Грузии.

Создание курортов начинается в Грузии в первой половине XIX века, хотя грузинский народ всегда использовал минеральные воды для лечения различных заболеваний и в горных районах.

Основная часть курортов расположена в приморских и горных районах. Горная зона Грузии отличается красивыми ландшафтами, и многочисленными источниками. Преимущества полезности целебных свойств чистый горный воздух.

Интенсивность (в том числе ультрафиолетовая) солнечной радиации, посредством которого он становится еще активней, летом умеренная температура (по сравнению с низменностью) - также помогает отдыху. [2]

Использование природных и курортных факторов Грузии в сфере туризма является наилучшим способом устойчивого экономического развития.

Реабилитация курортов, модернизация существующей инфраструктуры и создание новых станут возможными для переподготовки местных жителей по международным стандартам для туристических услуг, в том числе медицинского персонала и их занятости в соответствующей инфраструктуре.

По опыту иностранных экспертов передовых туристических стран с природными и курортными факторами в такой богатой стране, как Грузия, приоритетом является развитие курортно-рекреационного (оздоровительного) туризма.

Учитывая, что самый большой сегмент в туристическом секторе - это здоровый рекреационный туризм во всем мире, для Грузии очень важно развивать это направление, исходя из его курортно-туристического потенциала и экономико-географического местоположения (Евразийский коридор, Кавказское ядро, Великий Шелковый путь).

Принимая во внимание курортно-рекреационные и рекреационные факторы, наиболее перспективными курортами для инвестиций являются: Тбилиси, Цхалтубо, Боржоми, Нуниси, Цаиши, Ахтала, Абастумани, Бахмаро и др.

В последнее время во всем мире стало актуальным на базе природной минеральной воды - создание оздоровительных, лечебных и реабилитационных центров, которые способствуют развитию курортного туризма.

С этой точки зрения Грузия является исключительной и имеет наибольшую перспективу для развития этого вида туризма (более 2000 минеральных источников, около 50% из которых используются для питья и 50% для процедур).

Наглядным примером этого являются модернистские реформы, проведенные на базе Тбилисского бальнеологического курорта, вследствие чего Тбилиси стал столицей международного уровня - SPA CITY, где возможно принятие иностранных туристов. [1]

На территории Грузии выделено 11 курортно-рекреационных районов: Абхазия; Аджария; Самцхе-Джавахети; Боржоми-Бакуриани; Колхети; Сванети; Рача-Лечхуми; Самачабло; Восточный Кавказ; Тбилиси; Кахети. Курорты страны относятся к разным типам, которые представлены нами в виде таблицы.

Таблица 1

Курорты Грузии

#	Горно-климатические курорты	Современные курорты	Высокогорные курорты	Бальнеологические курорты	Лечебные курорты	Сезонные курорты
1	Абастумани	Бахмаро	Батуми	Цхалтубо	Саирме	Гудаури
2	Цагвери	Шови	Кобулет	Нуниси	Ахтала	Бакуриани
3	Цеми		Гудаури	Цагвери	Сурами	Уреки
4	Джава		Бакуриани	Шови	Уцера	Тбилисский бальнеологический курорт
5	Коджори		Уреки	Боржоми		Черепашье озеро
6	Кикети			Ликани		Мтисдзири
7	Манглиси			Набеглави		Тетри Цклеби
8				Зваре		Бешуми
9				Ткварчели		

Климатические условия существенно отличаются от низменности (500-1000 м. над уровнем моря) и средней (1000-2000 м. над уровнем моря) зоны, в котором сосредоточены горно-климатические и бальнеологические курорты (таблица 1) над уровнем моря 700 метров в основном преобладают бальнеологические курорты, а над уровнем моря 700-1000 м - бальнеоклиматические курорты.

На высоте 1000-1500 м – над уровнем моря – горно-лыжные курорты. Над уровнем моря 1500-2000 м существующая территория используется в курортных целях, в основном в Западной Грузии.

Заключение: Туроператоры должны активно участвовать в развитии оздоровительного туризма, который должен использовать свои связи и активную рекламу для грузинских курортов.

Социальные сети, которые используют значительная часть населения мира, является хорошим способом рекламы курортов здравоохранения.

Было бы интересно пригласить международно признанных экспертов, которые смогли бы положить компетентное заключение и подтвердили преимущества наших лечебных курортов.

Такие профессиональные оценки станут большим стимулом для иностранцев, чтобы принять решение о их прибытии в Грузию.

Важно, чтобы все беспроводные интернет-услуги работали на всех курортах. Без интернета современная жизнь невообразима, поэтому иностранным туристам нужен постоянный доступ к ней.

Наконец, скоординированные действия государства, инвесторов и туроператоров обеспечивают развитие быстрого туризма в стране. [2]

Развитие лечебных курортов будет напрямую отражать развитие всего района. Как правило, туристы, прибывающие в страну, которые очарованы курортом, пытаются регулярно посещать их, покупать или нанимать коттеджи в том же районе.

Туристы, которые посещают страну для лечения, часто следуют за членами семьи, что увеличивает количество туристов.

В результате в регионе будет развиваться бизнес в сфере недвижимости. Приток туристов создаст новые возможности для местных жителей в регионе, а именно, они смогут разделить часть продуктов сельского хозяйства, будут построены новые скверы и парки отдыха, где будут работать местные жители.

Озеленение поможет улучшить окружающую среду. Кроме того, приток иностранных туристов создает необходимость расширения банковских и гостиничных услуг, обеспечивая дополнительные рабочие места [2].

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