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INTERPRETATION OF THE AUTHOR'S THEORY IN THE MODEL OF THE UNIVERSAL MARKET

Abstract.

The article provides a comprehensive, integrative assessment of the effectiveness of the universal market model for many of its factors and elements. The functioning and regulation of the market should be seen as a process of manipulating the quantitative ratios of a set of market elements and constraints, which together will reduce market management to a logical technical operation, the feasibility of which is expected in the form of general social growth.

Keywords: *market model, market efficiency, market management, market regulation, market sociality.*

Today's widespread economic system is built on market principles, and the role of this institution in modern society is difficult to overestimate. The process of forming a system of global and national markets has taken place historically over the last millennium, while clarifying the key provisions of the theory. Theoretical and practical ideas about the laws and the essence of the market changed quite dynamically due to objective reasons, and the accuracy of theoretical ideas was tested by the frequency and intensity of economic crises in different periods. And just as in the era of the formation of post-industrial society, the question of improving the market base of the economy of civilization is only gaining new aspects of its relevance against the background of a fairly significant threat of the same crises. This is confirmed by the constant attention to market problems in the EU, the US and other economically developed countries.

In turn, these issues for countries that will be market economies (and these make up the majority of the population and the world), have become without exaggeration fateful. The ambiguity of the question is that, on the one hand, the general theory of the market operates with universal provisions, and on the other - the idea of the correctness of the so-called «National» market models that would take into account the characteristics of each country. How balanced is such coexistence of essentially alternative ideas – economic theory does not provide an unambiguous answer. Therefore, today in scientific circles the issue of market modeling and market environment is relevant and priority.

The scientific literature retains some speculative emphasis on the nature of the market category, its model and efficiency, when it means too wide a range of aspects and often attempts to give the issue a political color. These processes are relevant for modern Ukraine, where the prospects for market reforms are quite actively criticized. Therefore, the scientific substantiation of the possibility of solving these problems

is of both general theoretical and practical interest. The point of view of the authors assumes the hypothesis of the existence of a single market model and a universal mechanism for its functioning, adjustment, improvement.

The purpose of the article is to provide a general description of the concepts of «market model», from which follows the essence of a socially acceptable market with the disclosure of the essence of the main categories and components of the relevant intellectual complex. The emphasis is on the post-industrial interpretation of the market model and criteria for its effectiveness.

In the constellation of founders of economics, the list of scientists whose ideas to define market theory is quite limited. A significant contribution to the formation and development of economic theory and methodology for the study of market transformations was made by A. Smith, J.-B. Say, L. Walras, E. Chamberlin, D. Robinson, D. Keynes, F. Hayek, L. Mises, M. Alle, M. Friedman, and others. It was in these works that the most well-known and currently recognized market methodologies were laid down. The significance of the work of modern economists in the field of market problems, which are most often awarded the Nobel Prizes in economics, in our opinion, are rather a technical interpretation of already known conceptual approaches. In Ukraine, theoretical and methodological aspects of market formation and transformation are considered in the works of such domestic scientists as V. Bazylevych, A. Galchynsky, V. Geets, P. Yeshchenko, Y. Zaitsev, S. Mocherny, I. Radionova, A. Chukhno and others, where information about the institution of the modern market is rather popularized. Instead, despite a wide range of studies of market problems and the mechanism of its functioning in the transformation of economic systems, this area is characterized by insufficient study and methodological justification.

At the same time, it should be noted that, despite the long history of market theory and practice, a number of issues remain debatable: what is an effective / inefficient market, what criteria and indicators describe these categories, what functions, elements, principles determine the market economic system; the true role of regulations and other factors in the market model and so on. The peculiarity of the discussion is that in economic theory formed different concepts, often alternative, to define the laws of the market. In this case, each of the approaches uses as an argument the practical experience of a certain period of time of a country or group of countries, indicating the correctness of this point of view. Based on these arguments, alternative theories often seem true at the same time. In addition, in today's world there is a sufficient variety of economic models of market development, which differ significantly, and which, obviously, are equally unlikely to avoid the risk of economic crises, and thus it is impossible to argue about the experience of forming a single effective market model. All this provides a wide range of areas for further research.

By «market» we mean the system of exchange of goods and services that currently exists in a particular society (economic system). We consider this definition to be sufficiently universal and characteristic of the understanding of this institution at all stages of civilization.

Instead, the question of the epistemology of the «market» category is fundamental, firstly from the point of view of the process retrospective, and secondly from the selection of key characteristics of the category introduced in different periods of economic history from the standpoint of public expectations of the market.

Thus, as noted, market theory belongs to the fundamental provisions of the methodology of the capitalist world, so it has always been the subject of active scientific research. Economic history of the market factor as the main in the organization of economic processes traditionally belongs to the era of mercantilism from the XI century [11]. A special interest in market theory objectively arose during the industrial revolution of the XVII-XIX centuries, which was accompanied by the formation and spread of the foundations of the modern capitalist type of economy of the Anglo-Saxon type. In the theoretical aspect, the expression of this was the classical political economy and neoclassicism as its further retrospective branch. The basis of the methodology of modern understanding of the role of the market and market relations is presented primarily in the works of A. Smith [1], as well as D. Ricardo and others. representatives of classical political economy ideas about the naturalness of relations between people on the basis of free exchange of goods and services as the most efficient economic system while minimizing regulations. It should be noted that from that time until today the market was considered as a macroeconomic value.

Instead, the main discussion for the next centuries was brought by the so-called «law of markets» in the interpretation of J. B. Sey [2], who transformed this thesis into the concept of the market as the most perfect

economic mechanism; at the same time, such a mechanism has the ability to self-adjust, self-development under conditions of sufficient economic freedom in society, which is at the same time a guarantee of solving all the material needs of the nation. At the same time, the law focused on the role of the monetary system in interpreting the quantitative theory of money, as well as other factors shaping and restoring market balance – primarily the ability of the market to facilitate the almost immediate response of agents to changes. To this should be added the thesis about the role of market balance – the relationship between supply and demand, which determine the perfection of the market in the interpretation of L. Walras [3] and others, after which the criterion of «market balance» continues to be associated with a certain standard.

It should be noted that this point of view at certain stages of history was not unanimous. Critical views on this point of view were expressed by K. Marx [12], S. Sismondi [13], J. Proudhon [14] and others. In the most general interpretation of their views, the market and the capitalist system are doomed to a state of crisis due to the fact that what is produced cannot be realized with all the consequences of the above due to the asociality of the system. It should also be noted the position of the «German historical school» – the economic trend, which in the nineteenth century. made accusations of political economy in cosmopolitanism, ignoring national characteristics of social and cultural values, exaggerating the role of the factor of behavior of the «economic man», etc. [11]. Modern nationalist tendencies of market organization are obviously based methodologically on these positions.

Fundamental adjustment of market theory acquired in the 30's of the twentieth century. after rethinking the essence of capitalism due to the Great Depression. This period includes the theories of monopolistic and imperfect competition by E. Chamberlin [5] and J. Robinson [4], who refuted the concept of free competition and at the same time forced a completely different view of the reality of the market and competitive environment. Further critical consideration of the law of markets J.-B. Sey his was demonstrated by D. Keynes [6], who based his theory on refuting the thesis of the natural perfection of the market as an economic mechanism. The main thing was that both of these approaches logically led to the conclusion that regulations were necessary, and this is what defined the new economic doctrine of the twentieth century.

A certain compromise between Keynesian theory and the principles of economic liberalism was the formation in the second half of the twentieth century. theories of neoliberalism (monetary, ordoliberal, etc.), according to which regulations are recognized as necessary to some extent in order to protect competition. Historically, there has been a formation as a separate institutional approach to defining the essence of the market as a separate social institution - that is, a set of norms, rules (formal and informal), habits that have been formed in society over a very long period. The most economical in this sense were the works of W. Mitchell [15]. However, this – certainly the original methodology for the logic of cognition of the process - is unlikely to fundamentally change the perception of the laws of the market. Generalizations of the basic concepts of market theory are presented in table. 1.

Table 1

Historical and conceptual stages of formation of modern market theory

Historical stages	The main idea	Conceptualization of the idea in modern views
1	2	3
The theory of mercantilism XI-XVII centuries.	1. The decisive role of trade, as well as gold and jewelry (money). 2. The need for state protectionism, as well as achieving an active trade balance at the individual level.	Providing the monetary system with special unique functions, the expediency of regulatory policy and state protectionism, as well as an active trade balance. They are reflected in certain provisions of the monetary theory of neoliberalism, nationalist interpretations of market models, and state regulation.
Classical political economy of A. Smith and his followers in the XIX century (D. Ricardo and others)	1. The expediency of organizing society on the basis of free market exchange in the conditions of economic liberalism, where motivations are due to the natural desire of any person to economic selfishness. 2. Quantitative theory of money.	Theories of economic liberalism and neoliberalism; assignment to the monetary system of «technical functions» in the processes of market exchange; focusing on the role of market environment in the processes of market exchange
The law of «markets» J.- B. Sey (L. Walras and others)	The main role in the organization of the market is the factor of the latter's ability to self-tuning and self-improvement due to internal mechanisms and a perfect monetary system and monetary policy, consistent with the technical functions of servicing communications between supply and demand.	The importance of the mechanisms of a universal market economy, as well as a prudent monetary policy and a verified monetary system. Thesis on maintaining the optimal state of the market by the criterion of the relationship between supply and demand.
Stage of critique of market laws of political economy	The importance of the imbalance factor between demand. Supply, distribution of value added, income of different classes, the nature and frequency of economic crises.	The nature of the distribution of value added, the income of market participants, the role of classes and social groups involved in the processes of production and appropriation, the redistribution of profits from exchange. They are reflected in certain aspects of the interpretation of the principles and criteria of market exchange efficiency.
German Historical School (F. List and others)	The need for state protectionism, taking into account the national characteristics of countries, social values.	The need to take into account the state of individual national economies, individual non-economic factors.
Theory of institutionalism (W. Mitchell and others)	The market is only one and not the main social institution that determines economic relations in society. In fact, a person does not act according to the criteria of market expediency, but in accordance with the norms and traditions of society.	The role of non-economic factors in consumption (nature of demand), consumption and income generation.
Theories of monopolistic and imperfect competition (E. Chamberlin, J. Robinson)	Substantiation of real competition as competition of monopolistic and imperfect type. The need for regulations to protect competition and limit the monopoly state of the market.	The exclusive role of the competitive environment. The need for regulations to protect competition. They are reflected in the theories of neoliberalism and Keynesianism.
Keynesian (neo, post-Keynesian theory) theory (D. Keynes and others)	The market is not perfect and needs regulation. Demand lags behind supply and needs a separate stimulus. The expediency of stimulating employment (economic growth rates) due to the stability of the currency.	The doctrine of regulations to ensure employment (economic growth), ignoring the role of monetary system stability. Is a separate modern theory of state regulation of the economy.
Theory of neoliberalism (M. Friedman, F. Hayek, L. Mises and others)	Limiting the ideology of regulation only to the function of protecting the competitive environment.	Thesis on the exceptional importance of competition and a stable financial and monetary system. It is a separate modern theory of state regulation of the economy, especially monetary theory.

Source: author's development based on the sources of these economists [1-15].

Thus, the modern interpretation of the market is somehow methodologically based on the provisions (mostly debatable), formulated historically in the relevant theories, trends, scientific schools (see Table 1). In each case, there was a special position on the interpretation of the nature of the market and the factors that determine it; in each case, the emphasis was on the specific causal links of the market as a system. Emphasizing once again the lack of a complete and reliable (acceptable to all parties to the dispute) modern market theory, the interpretation of the latter can not ignore these views, regardless of the point of view of the analyst-practitioner who in public office tries to create a market that best meets the demands society.

In general, these approaches allow us to identify the following components - theses, provisions, factors – market theories: regulation, monetary system, the concept of economic liberalism (expediency of non-interference in the economy, free: trade, pricing and competition), competitive environment, balance between supply and demand, the nature of the distribution of value added and income / benefits of market participants, non-economic factors (national, psychoethical and others), employment (economic growth).

In the substantive field of these factors and it is possible to describe the model of the universal market. At the same time, the following points remain the most debatable: 1) the essence of state regulation (its expediency, limits, forms, and so on); 2) what is meant by the state of perfect / imperfect competitive environment; 3) the role of money (quantitative or monetary interpretation); 4) fairness of market exchange; 5) the limits of economic freedom, etc. And most importantly – what is the model of the market and what and what should be its characteristics that would be recognized as socially acceptable (obviously, the latter is the essence of the terms «efficient» or «perfect» market) [16, c. 6].

The scientific literature retains some speculative emphasis on the nature of modeling and market efficiency, when it means too wide a range of aspects and often attempts to give the issue a political color. These processes are relevant for modern Ukraine, where market reforms and their prospects are quite actively criticized. Therefore, the scientific substantiation of the possibility of solving these problems is of both general theoretical and practical interest.

Our point of view is based on the hypothesis of the existence of a single market model and a universal mechanism for its functioning, adjustment, improvement. The purpose of this stage of the study was to provide a general description of the market model, which implies the essence of a socially acceptable market with the disclosure of the essence of the main categories and components of the relevant intellectual complex. The emphasis is, as noted, on the post-industrial interpretation of the market model and criteria for its effectiveness.

Analyzing the main approaches to the theoretical interpretation of the market, allowed us to identify the following main discussion elements of market theory: the nature and validity of regulations (its feasibility, limits, forms, etc.), the functionality of the monetary system (quantitative or monetary interpretation), the

ideology of economic liberalism namely: expediency of state non-interference in the economy, free trade, pricing and competition), the state of the competitive environment (what is meant by the state of perfect/imperfect environment and how to express it empirically), the balance between supply and demand and its instrumentalization, the nature of value added and income / benefits of market participants (for example, fairness of the existing market exchange), non-economic (at first glance) factors (social, environmental, national, psychoethical, etc.), etc. and most importantly – what is the model of market functioning and what and what should be its characteristics that would be recognized as socially acceptable; in our opinion, the latter is the essence of the terms «efficient»/«perfect» market. In the substantive field of these factors and it is possible, in our opinion, to describe the model of the universal market.

The initial thesis of the answer to these questions is the most general mathematical expression of the market model – the so-called «Market formula» (author's term) [16, p. 7]. The expression of the formula is the traditionally known statement of the determining role of two market factors: supply and demand (3.1), where the most important is the interpretation of the nature of their relationship:

$$R = \left(\frac{Pr}{Po} \right) \quad (1)$$

where, R – the market considered for the optimal (effective, perfect, socially recognized) state;

Pr – supply: one of the two determining factors of the market, which represents the activities of business to produce the goods needed by society;

Po – demand, which is considered by the set of needs of society (potential demand) and its purchasing power (effective demand).

Fundamental is the question of mathematical interpretation of the ratio of these factors, ie the definition of the numerator and denominator of formula (1), because in this case there is a different combination of factors of functional influence, which simultaneously describes fundamentally different economic systems

Thus, our position assumes that the ratio of supply (numerator) to demand (denominator) reflects the essence of the modern market: hence demand is relatively objective and in the short term can be considered as a constant, while supply focuses on demand and a set of limiting factors, additional by influence; hence, potentially, the variability of supply in specific economic conditions is incomparably higher empirically and meaningfully.

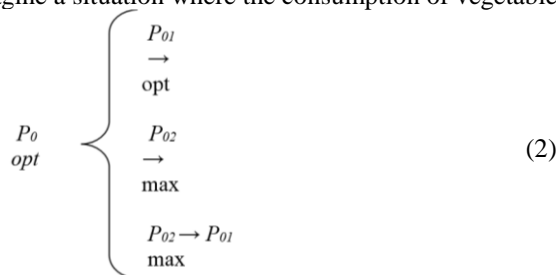
Nevertheless, this is a situational scenario and a reflection of the state of the transition phase from the industrial to the post-industrial type of market, when there is a constant increase in consumption - demand. Instead, the world history of market institution transformation began with the opposite situation, when demand adapted to very little supply in the pre-industrial era due to low productivity and production of material goods.

The balance between supply and demand is expected to be achieved at values in (1) close to 1.0. from That is, business (supply) provides demand (society)

with the necessary goods in terms of quantity, quality, range and range. In the economic sense of the formula it is a question of orientation of the offer concerning effective demand which should be established steadily and lawfully in the given economic system. Significant deviations from 1.0 indicate an economic crisis (deficit or overproduction) with all the consequences. The ratio of 1.0 is formed on the basis of monetary estimates of needs and supply, hence such estimates are a universal interpretation of the size (value) of any market.

We would like to draw attention to the fact that we adhere to the view of J. Mill that understanding the relationship between supply and demand by the correct mathematical analogy is the concept of equality [17, p. 183]. That is, the above coefficient of 1.0 in. from always achieved even at the most unfavorable – for example, the minimum values of supply and demand. Therefore, it is not fundamental, due to which demand and supply are equalized, but in a representative market such are equalized in any case. It should also be noted that equality in this interpretation was associated by the author with the concept of «market balance».

In turn, (2) notes the position of the possibility of the so-called «optimal» value of demand, which depends, on the one hand, on the potential (relatively speaking, biological or objective) needs of society, and, on the other hand, for the already mentioned solvent demand. The conceptual basis of such dualism can be considered the theory of F. Quesnay [18, p. 193] that demand is divided into one that supports existence, as well as the so-called «over-demand», for example, the demand for luxury. In this case, it should be emphasized that the market for vegetable products essentially belongs to the category of demand field, which «determines the existence»: it is difficult to imagine a situation where the consumption of vegetables



where, Po1 – demand, considered by the set of needs of society (potential demand);

Po2 – effective demand.

It can be argued that the economic system is built in such a way that objective demand will always exceed solvent demand. Therefore, it should be assumed that the categories of «demand» and «supply» are not purely economic, but depend on a combination of other factors, such as socio-political. The problem of non-equivalent exchange as a direct manifestation of this was considered above.

The ideal (optimal) state of demand can be considered as the position of the maximum approximation of effective demand to objective; exceeding this value is described by the well-known «Veblen effect» [19, p. 79], which is possible only for a very limited part of society and in a limited list of market situations.

Hence, the task of the system is not to increase the

market as such, but to reduce its technical characteristics to the optimal value at a ratio of 1.0 between supply and demand, provided maximum demand. At the same time, the natural growth in time of the market is a functional interpretation of the process of growing needs of society: for example, almost doubling the consumption of vegetables by Ukrainians over the past 70 years.

Such a seemingly simple relation in (1-2) has significant additions due to the implementation to the formula of factors that have a functional – direct and / or indirect, amplifying or limiting effect, which can be expressed mathematically as a coefficient (from 0.0 to 1.0) in relation to the resulting indicator (3).

$$R = \left(\frac{Pr}{Po} \right) * f(DR... S_{KS}... I_R... G_S) \quad (3)$$

where, DR – government regulation, which hypothetically may contribute to or limit the degree of market perfection (similar to the following indicators of formula (2);

Sks – the state of the competitive environment;

IR – market infrastructure;

Gs – monetary system.

Consideration of the above functional factors in relation to the resulting indicator – the state of the market – it is advisable to describe by analogy with the well-known theory of the multiplier.

Thus, regulations (DR), as well as other elements mentioned in (3) can play the role of positive and negative multipliers by analogy with the theory of J. Keynes [6] (in contrast to this theory, the regulatory factor is considered by the dissertation and as a possible negative multiplier). The first scenario is associated by the author of the dissertation with the case when regulations perform the functions of protecting the competitive environment (classical interpretation) and the implementation of effective anti-crisis policy (neoliberal interpretation), and in this case regulations obviously contribute to market efficiency. In all other cases, regulations will act as a negative multiplier, being essentially a limiting factor in development.

The state of the competitive environment (Sks) can be assessed as a positive multiplier in terms of maximizing the number of producers, supply entities in general, minimizing barriers to market entry, the absence of mass cartels that dysfunctional market and so on. At the same time, we consider as a real scenario the possibility of achieving in the market the level of competition at which it leads to its destruction and monopolization (this is described in detail by the theory of J. Robinson [4]). Obviously, this is manifested in mass overproduction and the resulting trend of price dumping, which in turn leads to a sharp decline in business profitability, reduction in the number of producers and production volumes, followed by rising prices due to increasing monopolization (oligarchization) of the market. To some extent, these effects were manifested in the market of vegetable products in Ukraine in the 90's. The functions of the state in preventing such a catastrophic scenario for the market and society seem logical.

The multiplicative role of the market infrastructure factor (IR) can be assessed by the criterion of promoting the conduct and development of business, while

determining the possibility of maximizing its efficiency. In this case, we should emphasize the importance of technical and technological support of the market environment with modern market instruments: the higher this indicator, the closer the market infrastructure to its most favorable state.

The multiplicity of the monetary system (Gs) can be assessed by its ability to perform its traditional functions. Any incomplete implementation or even the impossibility of such an a priori negatively affects the state of the market [20, p. 45].

Market optimization conditions are presented in (4). As can be seen from (4), the optimal state of these market factors mathematically reflects the degree of assistance in achieving the ratio between supply and demand close to 1.0. In this case, the achievement of market balance, if understood in a mathematical proportion of 1.0, can not be fundamentally associated with the perfection / efficiency of the market. After all, in the poorest market, with the lowest demand, the balance of the market is sooner or later achieved, but this does not indicate the perfection of the system, because the restrictions (2) and (4) are not met.

$$\begin{array}{l}
 R \\
 \text{opt}
 \end{array}
 \left\{
 \begin{array}{l}
 \frac{P_r}{P_o} \rightarrow 1,0 \\
 G_R \rightarrow \text{opt} \\
 S_{RS} \rightarrow \text{max} \\
 D_R \rightarrow \text{opt} \\
 I_R \rightarrow \text{opt}
 \end{array}
 \right.
 \quad (4)$$

Modeling of supply and demand is essentially the only task due to the interdependence of the quantities involved. Instead, some restrictions may be grouped in terms of supply and demand separately.

Forecasting demand is considered to be a less difficult task. Objective demand can be represented by a set of necessary goods within the so-called «reasonable limits». For the vegetable market, this may be an indicator of the recommended level of vegetable consumption per capita during the year in accordance with physiological and medical recommendations. The complexity of modeling is the formation of acceptable effective demand in general and for each individual, which primarily depends on a set of factors, such as the perfection of the financial and monetary system, wages and subsistence level, etc. [21, p. 175].

Technically more complex and at the same time more important task is modeling the proposal. The author of the dissertation methodologically tends to the logic of the theory of stimulation of the proposal of Laffer and others [22], according to which a more favorable economic state of the system is achieved under the condition of creating better conditions for the sphere of production (supply) in contrast to the theory of stimulating demand by J. Keynes [6].

To interpret this, the following set of conditions is proposed (5).

$$\begin{array}{l}
 P_r \\
 \text{opt}
 \end{array}
 \left\{
 \begin{array}{l}
 R_v \rightarrow \text{max} \\
 N_p \rightarrow \text{max} \\
 V_v \rightarrow \text{min} \\
 DV \rightarrow \text{max} \\
 Z_p \rightarrow \text{max} \\
 RE \rightarrow \text{max} \\
 MII \rightarrow \text{max}
 \end{array}
 \right.
 \quad (5)$$

where, RV – profitability of business (production);

Np – rate of return;

Vv – production costs (business);

DV – added value;

Zp – salary;

RE – resource efficiency;

MP – motivation for entrepreneurship.

We would like to note that in this case (1-5) the well-known economic indicators are given. Fundamental, however, should be considered the interpretation of such in the logic of the market. Hence, the proposed «market formula» implies the following: the system (business) should strive for the highest efficiency, the lowest costs, which together will provide adequate motivation for entrepreneurship, as well as maintaining a socially acceptable level of income of the largest part of society in the form of wages. Manipulation of values within the specified restrictions in each case will have an individual scenario. However, the logic of the system is quite typical. Interpretation of the proposed analytical apparatus for the management of a representative market allows to determine the set of criteria and indicators for assessing the state of the latter (Table 1).

In this context, we would like to emphasize that the post-industrial interpretation of the effectiveness of the market model - through the proposed groups of criteria - involves maximizing the benefits for all market participants, which should have empirical (quantitative, qualitative) confirmation; in some cases, the evidence may be expert assessments or fixed public sentiment. It is the formulation of the question of the diversity of market performance that distinguishes this type from industrial to post-industrial. They wanted to emphasize the need for a coordinated consideration of the market and industry because, as a rule, their problems are of the same nature and interdependent at the same time.

As can be noted, we are talking about a variety of indicators – traditionally economic, social, including at the level of moral and ethical evaluation (for example, fair distribution of value added or the difference in income and consumption), environmental (where such indicators of harmfulness of the industry and comparing the costs of restoring environmental parameters – soil fertility).

The importance of achieving socially acceptable social parameters of the typical market is certainly relevant in the post-industrial stage of market development. Interpretation of the social component allows to develop the previously presented dynamic models of matrix-type market development in the following form – Figure 1.

Profitability of activity in the market	High	«Market for the elect» (oligarchic market)	«Mass market needed»
	Low	«Small poor market»	«Poor mass (people's) market»
	Low		High
Number of recipients/beneficiaries of the market			

Figure 1. Description of the recipient market according to the criteria of «profitability – mass»
Source: author's research.

Thus, first of all, the description of the social parameters of the market can be presented by the ratio of the criteria «market profitability – the number of market recipients» (see Fig. 1). An acceptable sector in this case is one that maximizes the number of recipients/beneficiaries and the benefits of operating the market. In this regard, it should be emphasized that the domestic market of vegetable products tends (since the early 90's – a steady trend that continues to this day) to this position, because, with a fairly high level of profitability in most periods of market reforms, this the market is really massive, covering almost the whole society, avoiding a state of limitation, elitism, oligarchism.

Concentration of value added	High	«Oligarchic market»	«Coordinated oligarchic market»
	Low	«Primitive market»	«People's Market»
	Low		High
The growth rate of quality of life			

Figure 2. Description of the recipient market by the criteria of «value added – quality of life»
Source: author's research.

It should also be noted that the matrix of Fig. 2 reflects the nature of economic conflicts present in the studied market, where, on the one hand, the concentration of economic power is possible – through the assignment of value added – by oligarchic groups of agents, and, on the other hand, the negative correlation of this effect with the interests of minority groups of agents. Obviously, the positions of the «primitive market» and the «oligarchic market» are negative scenarios; in turn, we personally believe that the «limited oligarchic market» sector, where the main economic conflict of market development seems to have a solution, is unattainable in reality.

Ideal for this approach is the position of the «people's market» in the coordinates of maximizing the quality of life and minimizing the concentration of value added by a limited group of agents, which can be considered as post-industrial priorities. Again, the domestic market of vegetable products tends to this position, which favorably distinguishes it from others.

A separate group consists of regulatory indicators,

In continuation of this consideration of the issue of market socialization, it is necessary to focus on such characteristics as the peculiarities of value added, primarily on how polar (fair, uniform, reasonable) are the distributions between different groups of agents, as well as quality growth life in the country. According to the hypothesis of our research, the connection between these dependencies is logical and essential, such that describes the essence of this economic system. Again, we would like to emphasize that, unlike other markets, the state of the vegetable market can be a relevant indicator of this dependence. The matrix mapping of this is shown in Fig. 2.

where they are assessed primarily by the functionality of public policy to achieve socio-economic and environmental standards of the market and industry, as well as the feasibility of protectionism policy in general.

The characteristics of the representative market (general criteria and indicators shown in Table 1) give an idea of the general content of the evaluation criteria, so management decisions require information about the market, which would have a more correct quantitative interpretation. For this purpose, a form of market description in the form of a certain universal table is proposed, which could be used to evaluate any market. As in the previous case (see Table 1), the indicators were summarized into four groups. We would like to note that in some cases the division of economic, social and regulatory indicators is conditional, and the division presented in this case is the author's view. However, in general, the totality of all indicators provides, we believe, a fairly complete and empirically reasoned picture.

Characteristics of the universal market

Criteria groups	Criteria	Indexes	Indicative role of the indicator
1	2	3	4
Economic	Market size Economic efficiency of the market	Cost (estimation of supply, demand) in monetary units / physical quantities. The amount of value added. Yield rate. Profitability of business (production). Production costs. Correspondence of the financial and monetary system and market infrastructure.	Maximizing demand to objective values and optimizing supply for a value balance of about 1.0. Compliance with the logic of the functioning of any economic system.
Social	The level of socio-economic segregation of the main groups of agents participants in market relations. Social efficiency of the market.	The gap between objective and effective demand. Wage level. Number of jobs. Motivation for entrepreneurship, work, cooperation, corporatization of the system of relations and so on.	Ensuring acceptable social standards. Ensuring the motivation of all market participants.
Ecological	Environmental consequences of the functioning of the industry and the market	Estimation of emissions and waste in the industry. Loss of soil fertility.	Minimization of emissions and waste, as well as environmental costs for environmental restoration. Minimization of soil fertility losses and costs for its restoration.
Regulatory	Level of market liberalization. The state of the competitive environment. The degree of market intervention.	Degree of market restriction (barriers to entry). Protection of competition. The level of protectionism. The level of corruption, the degree of identification and restriction of opportunistic behavior of market participants. Adequacy of the market monitoring system (collection of information, correctness of its analysis and decision-making in the field of regulations). Degree of political clan dependence of the government.	The functional role of the regulatory factor on the socio-economic indicators of the market system.

Source: author's research.

We would also like to note that in the official system of displaying statistical information a significant part of this data is not recorded, so there is a need for either special calculations or the use of expert estimates.

For example, estimates of the share of individual business groups in relation to the main socio-economic indicators, calculations of labor costs in the industry, as well as – on this basis – an estimate of the share of shadow activities, regulatory costs, etc. were approximate. In this case, the description of the market is based on a set of both primary (ie directly statistical) and secondary (as a result of analyzing the primary from different sources) information.

The previously mentioned thesis on engineering in the field of market modernization based on changes in the parameters of its operation/regulation should be considered as a process of manipulating quantitative ratios of the set of formulas and constraints, which to-

gether will reduce market change management to a logical technical operation. expected in the form of a general social increase in the effect of the market. However, to ensure such engineering, ie making the necessary and reasoned management decisions, the issue of correct assessment of the market is relevant. After all, in the vast majority of cases, the recommended indicators do not in themselves provide knowledge about the real state of the market and the necessary changes: this requires a qualified assessment, which would take into account a large amount of other, analytical information.

Such information has a variety of dimensions – physical, monetary units, number of persons, man-hours, relative indicators, scores – so bringing it to a certain one-dimensional value is already a technical task that requires special skills. At the same time, in any case, the summary of these empirically different data is only a basic basis for making a final conclusion – it is on this basis and not otherwise possible to make the right management decision. Given the presence of a

large number of different indicators of quantitative and qualitative content, we see the feasibility of using a fuzzy-multiple approach to these operations. In the table. 2 presents the author's vision of such an assessment on a 3-dimensional scale, where the lowest values (0.0-0.33 units) will correspond to the lowest, 0.34-0.66% from – average, and 0.67-1.0 in. from – the highest marks.

As is known, the method of fuzzy logic, which is an applied development of the corresponding theory of L. Zade [23], is based on the concept of linguistic variable, where a specific economic problem is solved through the final expression of natural or artificial language. According to this theory and method, the content of linguistic meaning is determined by the membership function, where each element of the set of indicators corresponds to a given linguistic meaning.

Table 2

Fuzzy-logical assessment of the degree of perfection / efficiency of a representative market

Mathematical estimation of coefficient, rel. units	Criteria	Market characteristics
<i>1</i>	<i>2</i>	<i>3</i>
0,00-0,33	Economic	Market value, value added, profitability tend to minimum values. Production costs are minimal and provide low productivity technologies; cost management is inefficient. The monetary system does not perform its functions. The infrastructure of the market is represented by outdated instruments, which are quite primitive and small in volume market exchanges. Non-equivalent market exchange is pronounced.
0,34-0,66		The market value is limited and is significantly less than the possible values and level of world counterparts. Non-equivalent exchange is present and has a significant negative impact on the market. Production costs reflect manufacturability, which is significantly inferior to global counterparts, their payback and productivity are significantly lower than counterparts, or in the industry there is a pronounced variety of achieved indicators; management is inferior in efficiency to analogues. The market infrastructure is only to some extent represented by modern tools. The monetary system partially performs its functions; the national currency is unstable. Value added is formed by dysfunctional (to some extent) proportionality in the chain of market relations.
0,67-1,00		Market value and business profitability tend to the maximum possible. Value added is maximized and rational and functionally distributed in the chain of market relations. There is no inequality of market exchange as a mass phenomenon. Production costs correspond to the modern technological level, which is characterized by maximum productivity and payback; cost management is effective. The monetary system performs its functions in full. The infrastructure is represented by modern tools that widely cover developed market exchanges.
0,00-0,33	Social	The difference in income between different groups of agents is very large; the gap between objective and effective demand is also very large; all this is accompanied by massive dysfunctional conflicts, which significantly limit production and productivity in the industry. Consumption of this type of product is insufficient and irrational for the vast majority of consumers. The level of wages is very low. The number of jobs in all sectors of market exchange is minimal than possible (or there is a large number of workers with low productivity, the predominance of low-tech physical labor). Motivation for entrepreneurship is low, negative assessments of the market environment and government actions are widespread among entrepreneurs. Shadow schemes of business organization and market exchanges are widespread.
0,34-0,66		Differences in income between different groups of agents are significant, but this does not lead to mass dysfunctional conflicts. The gap between objective and effective demand is significant, which significantly limits consumption. The level of wages is much lower than world standards. The number of jobs in all sectors of market exchange is significantly less than possible. Motivations for entrepreneurship are present as a mass phenomenon. Corporate-associative organizational forms of business are spreading. There are shadow schemes of business organization and market exchanges.

Mathematical estimation of coefficient, rel. units	Criteria	Market characteristics
1	2	3
0,67-1,00		The differences between the incomes of different groups of agents in society are minimal. The gap between objective and effective demand is minimal. The prestige of work in the industry is high. The optimal level of consumption of this type of product by the vast majority of consumers has been achieved. The level of wages meets world standards. The number of jobs in all sectors of the market exchange is as high as possible. Motivation for entrepreneurship at a high level. Corporate-associative organizational forms of business are actively and widely spread.
0,00-0,33	Ecological *	Environmental constraints are not taken into account by business and regulatory policy. Agricultural production products are carried out on the ubiquitous negative balance of soil fertility reproduction.
0,34-0,66		There are environmental standards, unified with the world, which are partially or sporadically met. Agricultural production products are carried out at a neutral or slightly negative balance of fertility reproduction.
0,67-1,00		Environmental constraints are taken into account: appropriate systems of monitoring, control, sanctions and incentives have been created. The production of agricultural products is carried out with a positive balance of soil fertility reproduction.
0,00-0,33	Regulatory	Regulations in general have a dysfunctional effect on the market, in society and among entrepreneurs such an impact is clearly assessed negatively. Mass phenomena of raider seizures. Regulatory policy lacks priorities for protection of competition, anti-crisis actions, identification of opportunistic behavior and effective monitoring of the market situation, or is insignificant, declarative or ineffective. There are clear tendencies of political, clan dependence of the government, which has a widespread corruption component.
0,34-0,66		Regulations in general have a dysfunctional effect on the market, in society and among entrepreneurs such influence is assessed inconsistently. There are raider captures. Regulatory policy only to some extent has priorities for protecting competition in the market, anti-crisis actions, identification of opportunistic behavior and effective monitoring of the market. There are signs of political, clan dependence of the government, which has a significant corruption component.
0,67-1,00		Regulations have a functional impact on the market. Effective implementation of anti-crisis policy and protection of competition; high level of investment protection. Barriers to entry do not pose significant barriers to business / investors. The level of protectionism is generally minimal and effective in eliminating the dysfunction of non-equivalent market exchange, so the limitations of the national market in the international market system are minimal. Corruption has no significant dysfunctional impact.

Notes: * - regarding the market of vegetable products in Ukraine.

Source: author's interpretation of the system of criteria and indicators listed in table.

The membership functions of such fuzzy sets, as recommended by [24], should be constructed by the method of pairwise comparisons with the subsequent approximation of the Gaussian curve:

$$\mu^i(x) = \exp\left(-\frac{(x-z)^2}{2c^2}\right), \quad (6)$$

where, $\mu^i(x)$ is the function of belonging of the variable x to the fuzzy set t ;

z and c are the parameters of the membership function – the coordinate of the maximum and the concentration coefficient [25, p. 17–45].

Compliance that can be considered sufficiently substantiated can be determined by an expert group. At this stage of research the position of the author of the dissertation is used.

If necessary, the relevant expert system of knowledge can be expanded both by the number of criteria and indicators, and by increasing the number of

expert assessments. General for the method, the principle of forming a structure of compliance in the form of a fuzzy knowledge base implies that this is a certain set of rules «if – then», reflecting the point of view and thus the expert's experience in interpreting causation, with correct conclusions (statements) does not change at insignificant fluctuations of indicators within certain limits of such fluctuations. With such use of the principle of hierarchy of expert knowledge it is possible to level the effect of different dimensions of indicators (factors of influence), where the latter should be classified hierarchically and build the so-called «conclusion tree» [25, p. 60–76]. The hierarchical relationship between influencing factors and market forecasting can be represented by a tree of fuzzy inference.

On the example of market assessment (according to the set of proposed criteria and indicators in Table 1-2, such a solution will provide a clear assessment of this situation. As already mentioned, we used a 3-dimensional scale: accordingly, the state of the market with the highest scores will be considered the most perfect. At the same time, such assessments will immediately record the priority areas for change. We would like to point out that fuzzy-multiple estimation can be performed on a different scale if there is a need to display more detailed states of the object.

Thus, the mechanism of forming a fuzzy-logical conclusion on this particular economic problem involves the consistent formation of a set of individual indicators, their grouping and calculation of values of groups of indicators, based on which the assessment of the state, and hence the market.

Conclusions and suggestions. The modern intellectual complex of market theory operates with a fairly definite list of factors and models of their functional influence. However, the creation of a common universal market model remains the subject of scientific research.

Evaluating the effectiveness of a market model requires a comprehensive, integrative assessment of the many factors and elements that make up this model. Post-industrial interpretation of the effectiveness of the market model involves maximizing the benefits for all market participants, a number of socio-economic indicators (number of jobs) profitability, maximum satisfaction of needs. Engineering in the field of market functioning/regulation should be considered as a process of manipulating quantitative ratios on the set of given formulas and constraints, which together will reduce market management to a logical technical operation, the feasibility of which is expected in the form of general social growth.

We see that market management – the implementation of targeted influence on this institution – is both a simple and extremely complex operation. The complexity is due primarily to the need to comply with the limitations and objectives of management (influence), which makes it impossible to involve other motives – political, personal, opportunistic, corrupt and others. Accordingly, market managers should belong to the elite of managers, and the theoretical basis of their activities - to the concept of a universal market model.

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РЕЗЕРВЫ РОСТА ДЕЛОВОЙ АКТИВНОСТИ

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RESERVES OF GROWTH OF BUSINESS ACTIVITY

Аннотация.

Для того, что бы определить резервы роста деловой активности предприятия необходимо иметь представление о том, по каким направлениям управления активами предприятия наблюдается недостаточно эффективная политика. Показатели деловой активности, дают представление о том, воздействуя на какие точки роста, необходимо направить усилия для повышения уровня выручки и снижения объема привлеченных активов.

Abstract.

To determine the reserves for growth of business activity of an enterprise, it is important to understand in which areas the enterprise has an insufficiently effective asset management policy. If you pay attention to the main indicators of business activity, you can understand that to ensure the growth of business activity, you should work towards increasing revenue and reducing the volume of attracted assets.

Ключевые слова: деловая активность, материально-производственные запасы, финансовые ресурсы, ABC-XYZ анализ, коэффициенты оборачиваемости

Keyword: business activity, inventory, financial resources, ABC-XYZ analysis, turnover coefficients

Деловая активность предприятия это направленные действия, которые используют для поддержания должного уровня рентабельности, высокой конкурентоспособности, а также других мероприятий, направленных на реализацию планов развития и роста прибыли хозяйствующего субъекта.

Существующие параметры деловой активности используют для определения эффективности коммерческой деятельности: производственных предприятий, предприятий сферы торговли и услуг, научно-исследовательских объединений, транспортно-логистических парков.

Основной показатель определения деловой активности – скорость оборачиваемости активов. Чем выше скорость оборачиваемости, тем больше прибыль и меньше убытки от продукции, которую не смогли реализовать [5, с.87].

Показатели деловой активности характеризуют коэффициенты оборачиваемости и период оборота в днях.

Общая форма коэффициента оборачиваемости представлена ниже (формула 1):