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ALGORITHM OF THE TURBULENT APPROACH USE TO THE ECONOMIC PHENOMENON COGNITION

The financial services market is an important and essential component of the national economy of any country. Actually, all other branches and spheres of the state economy are connected with the defined market and can't function individually in the current conditions. That fact once again underlines the importance of the cognition of the peculiarities of this market development, investigation of its present state.

It is possible to study the financial services market only by using modern methods of the scientific researches and, first of all, system approach to the cognition of this market essence and structure. As a complex macro economic system, the financial services market comprises the number of subsystems, in other words, other markets of the specific financial services, which in their turn, are as well complex systems and include their own elements. Complex structuring of the financial services market demand the implementation of quite grounded scientific research with the analysis of all above mentioned subsystems of that market. Only by these means is possible to study all regularities of its development. However, from the other side, considerable detailing of the functioning aspects of different types of the financial intermediaries within the defined market sometimes leads to impossibility to identify the most important and essential processes that take place on the financial services market. That's why we have made an attempt to analyze the defined market with the help of the turbulent approach which is due the necessity to identify the peculiarities of its development under the pressure of the internal and external processes that take place within the domestic economy.

We will consider the turbulent approach as the algorithm of study the system of different nature, essence of which lie in the cognition of such systems that function in not predictable, chaotic and changeable conditions, and threaten their stability and lead to arise of the high entropy level within their frames and make impossible the processes of predicting and foreseeing of the further behavior of such systems.

Accordingly, it is appropriate to use the turbulent approach in that case, when the variability of the external and internal environment of the studied object is too rapid, which is due to its existence because of the action of the definite processes complex. Under the turbulent processes we consider such processes that are characterized by the rapid development with the increased extrapolation rate of such phenomena circumstances on the others, connected with them phenomenon. Algorithm of the turbulent approach use is given in Figure 1.

In our opinion, use of the defined methodology gives the possibility, in first turn, to base the appropriateness of the turbulent approach use to the economic object cognition and gradually, implementing the defined algorithm, to receive the data concerning the current state of this object development and identify correlative connections of its existence with the general economic and social processes, that took place in the country.

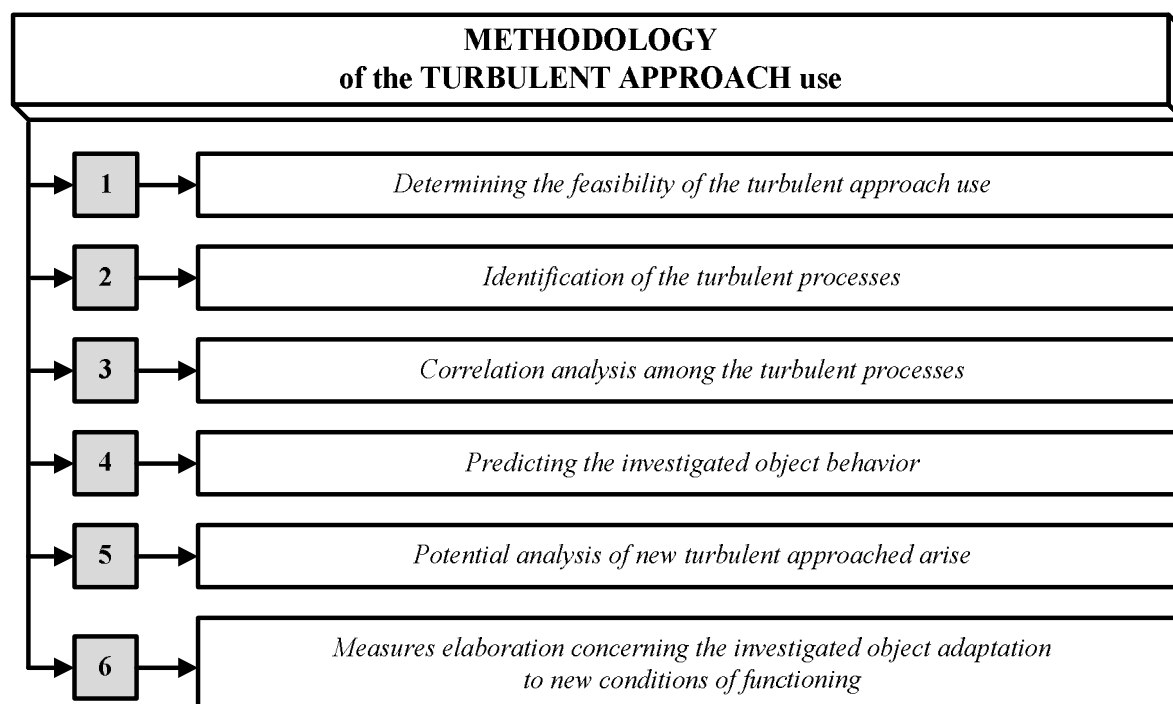


Figure 1 – Algorithm of the turbulent approach use to the economic phenomenon cognition
Source: compiled by the authors

Within this methodology six main stages were determined. Let's consider their essence in more details.

1. *Determining the feasibility of the turbulent approach use* – the first stage of the turbulent approach use lies in determining the necessity in the defined approach use, but not the other methods of the scientific research use, for instance, synergetic method, that also knows the economic objects in the changeable and stochastic external environment. The first prerequisite to use the turbulent approach is an identification of the current changes of the economic object directed to considerable worsening. As well, within this stage it is necessary to determine the causes of such state arise, to clarify the most unpredictable factors that led to the creation of the destructive factors with their negative influence on the investigated object state. If the number of such complex factors is too high, their predicting could not be made because of their not predicted action, then by the economic object studying the turbulent approach should be implemented.

Determining the feasibility of the defined approach use within the cognition of the individual economic systems, phenomenon and processes, in majority of cases is performed by the scientists considering the intuitive knowledge of the complex processes of the social, political and economic development of the country at the definite moment, their influence on the external environment creation, where there is the studied object. The quantitative component of such object state is the initial position to start the identification of the feasibility of the turbulent approach use.

2. *Identification of the turbulent processes* – essence of this stage lies in determining the main turbulent processes that took place in the external environment and had and/or have the influence on the investigated object development. Actually, identification of such processes allows to determine the most essential events, the results of which became worsening the external environment of the specific economic object functioning, and, thus, to conduct their grouping and attention focusing on their investigation.

3. *Correlation analysis among the turbulent processes* – this stage is important one, since the interrelation among the internal and external environment of the economic system func-

tioning is so complicated and in many cases interdependent, that it is impossible to know such interrelation. It is appropriate to perform this stage in such consequence: to determine the turbulent processes that took place in the external environment, to specify such processes by analogue in the internal environment that started developing under the action of exogenous ones and are hard to be controlled.

We'd like to note, that if in the center of the investigation there is a specific economic object, for example, an enterprise, a company, an establishment, then the turbulent approach use to the study of their development peculiarities will be connected with identifying and detailed description, in first turn, the external environment and those turbulent events, that take place in it. If in the center of the investigation there is an abstract macro economic system, for example, the financial services marker, then, correspondingly, such investigation requires the detailed cognition both of the internal and external turbulent processes, and, what is the most important, studying the interrelation between them. This is due to the fact that quite often macro economic systems under the pressure of the outside environment factors can produce such turbulent internal processes, which, in their turn, influence the environment and increase the influence of the external turbulent processes, or encourage of such new factors arise. That is, eventually we have such dichotomous interrelation among the defined types of the turbulent processes, which is extremely complicated for cognition, and even more complicated for future actions modelling concerning adaptation to such system of various influence factors.

4. *Predicting the investigated object behavior* – within this stage it is necessary to implement the description and behavior of the future functioning and development of the investigated object under the pressure of identified before turbulent processes. In some cases such modelling is possible to be made on the base of the quantitative indexes, that describe this object, in other cases – predicting is possible only on the base of the theoretical description of the potential processes and states of the economic object. Quite important on this stage is cognition of the object development under the pressure of individual events, definition of their influence on its functioning. Eventually, it is necessary to make all attempts to predict the economic object behavior under the pressure of the combined action of the defined turbulent processes for understanding the potential risks and possible state of such object in future.

5. *Potential analysis of new turbulent approaches arise* – this stage allows to determine potentially possible for creation turbulent processes, that can arise in future. It is common, the turbulent processes, as it was mentioned above, are hard to be predicted and identified, since they are chaotic. However, if we are already in the turbulent environment, where the relevant destructive processes actively take place, considering the regularities of their arise and development, we can determine the spectrum of potentially to arise in future events that will have the destructive character. Actually, within this stage the analysis of the origination potential of new turbulent processes in the environment of the studied object takes place despite the actions of the previous point.

6. *Measures elaboration concerning the investigated object adaptation to new conditions of functioning* – this, the last stage of the turbulent approach use requires elaboration of the definite propositions with the mechanisms of their implementation for the adaptation to those difficult conditions where the investigated object functions. As a result of implementing the previous stages, we have got the information about active turbulent processes, which already influence the investigated object, their description and evaluation of the influence strength; data concerning potential as to the creation turbulent processes that can arise in future.

Actually, adaptation measures of the economic object activity to the defined processes require, in first turn, adaptation directions to the created economic situation, use of thee turbulent processes influence in positive vector, if it is not possible, revising the existing strategy, etc. As well, within this stage of the methodology a conceptual mechanism concerning the

further actions and measures relating arise of potential turbulent processes, should be worked out. It should be remembered, that the turbulent processes is mostly directed to the economic phenomenon cognition, that develop on the definite stage in extremely difficult condition of functioning, that's why to identify all turbulent processes that in future will be able to influence negatively on such phenomenon, is not possible. That's why in measures of further development of the investigated object there should be always provided existence of the specific level of the financial and economic strength to counteract such changeable events and changes of the environment in general.

The defined methodology by its essence is a conceptual one and can be transformed in the process of cognition specific economic phenomenon and processes. However, in majority of cases, essence of the turbulent process is known even more basically through the analysis of its main stages, which only enriches the defined approach by new theoretical data. We'd like to note that the turbulent approach has got its own peculiarities of use, first of all, by studying the macro economic and micro economic phenomenon and processes, that require additional scientific researches and deepening their methodological and theoretical grounding.

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THE DEVELOPMENT OF THE SOCIAL ENTREPRENEURSHIP AS A MEANS OF THE SOLUTION OF SOCIAL PROBLEMS IN UKRAINE

A social entrepreneurship is "a special form of management, which purpose is to run a production function in such a way as to ensure increased value for all the participating parties in that function" [1].

The social entrepreneurship aims at the achievement of the threefold result:

1. Profit, which allows the company to grow and compete with others, and most importantly to spend it for
2. Solution of social problems and
3. Improvement of surrounding environment.

These goals are very important for every country, and nowadays especially for Ukraine. That is why it is necessary to investigate and implement social entrepreneurship as a contemporary situation demands new solutions on emerging issues in the social and economic sectors of Ukraine [2, p. 133].

The social entrepreneurship influences on the society positively because it helps to:

- provide public services in a new way and meet the needs of the community,
- create new jobs,
- involve disadvantaged groups of society into a public life, providing their members with work,
- increase an attention to socially vulnerable groups of the population providing them with useful socially meaningful work,
- revive rural and urban areas and improve their social infrastructure, etc.

There are several opportunities for the development of the social entrepreneurship in Ukraine:

1. Absence of a law that regulates the social entrepreneurship allows the social enterprises to operate according to existed legislation in Ukraine.
2. Availability of subjects that are not involved in traditional business (people with disabilities, refugees (internally displaced persons), national minorities, elderly, people with addictions, former prisoners).
3. International foundations and organizations support social entrepreneurship and that gives an opportunity to get additional sources of financing. There is a lending program of social enter-