

УПРАВЛІННЯ ПІДПРИЄМСТВОМ

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IMPROVEMENT OF SERVICES BY MOTOR TRANSPORT ENTERPRISES DUE TO INNOVATIVE AND FINANCIAL SUPPORT

ФІНАНСОВО-РЕСУРСНЕ ЗАБЕЗПЕЧЕННЯ РОЗВИТКУ ПОСЛУГ АВТОТРАНСПОРТНИХ ПІДПРИЄМСТВ

Urgency of the research. Road transport enterprises, especially suburban passenger transport, fulfill an important social and economic role in meeting the needs of a large part of the population in a fast and convenient moving, impacting, thus the quality of life.

Target setting. The lack of affordable financial and investment support for updating and modernizing its own fleet of vehicles is especially noticeable.

Actual scientific researches and issues analysis. Problems of management of investment and innovation development, including road transport enterprises, are paid much attention in the works of following domestic and foreign scientists.

Uninvestigated parts of general matters defining. Current theoretical, methodological and practical developments in this field do not meet the modern challenges and are not fully coordinated with the peculiarities and factors of the complex external environment and limited internal resourcing of enterprises.

The research objective. In modern conditions, issues of Financial-Resourcing support for the development of road transport enterprises are particularly relevant.

The statement of basic materials. Generalized conceptual principles of providing of development of services of motor transport enterprises. Macroeconomic description of efficiency of their functioning is given. Outlined financially resource providing of development of services of motor transport enterprises.

Conclusions. In the conditions of crisis and post crisis period transport was one of key factors of development of Ukraine economy. Without regard to relatively high level of index of comparative advantages of motor transport, his functioning, it is related to many problems, that needs development and realization of row of effective measures on macro-, mezo- and microlevels, where the special actuality is acquired by the search of new forms high-quality financially resource providing of this activity.

Keywords: motor transport enterprises; services; financially resource providing; development.

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Urgency of the research. Road transport enterprises, especially suburban passenger transport, fulfill an important social and economic role in meeting the needs of a large part of the population in a fast and convenient moving, impacting, thus the quality of life. At the same time, the competitiveness of national motor transport enterprises providing passenger transportation services remains poor and does not meet current consumer requirements, the quality criteria compared to the services of more economically developed countries, because of certain number of objective circumstances.

Target setting. The operation of the road transport enterprises in Ukraine confirms that the lack of affordable financial and investment support for updating and modernizing its own fleet of vehicles is especially noticeable.

Актуальність теми дослідження. Автотранспортні підприємства виконують важливу соціально-економічну роль, задовольняючи потреби великої частини населення у швидкому та зручному переміщенні, впливаючи, таким чином, на рівень якості життя.

Постановка проблеми. Особливо відчутним є брак доступного фінансово-інвестиційного забезпечення для оновлення і модернізації власного парку автотранспортних засобів.

Аналіз останніх досліджень і публікацій. Проблемам управління інвестиційно-інноваційним розвитком, у тому числі автотранспортних підприємств, приділено багато уваги у працях вітчизняних і зарубіжних науковців.

Виділення недосліджених частин загальної проблеми. Наявні на сьогодні теоретико-методичні та практичні напрацювання у цій сфері не відповідають сучасним викликам та не в повній мірі узгоджені з особливостями і чинниками складного зовнішнього середовища, внутрішніми ресурсними обмеженнями підприємств.

Постановка завдання. В сучасних умовах особливої актуальністю відзначаються питання фінансово-ресурсного забезпечення розвитку послуг автотранспортних підприємств.

Виклад основного матеріалу. Узагальнено концептуальні засади забезпечення розвитку послуг автотранспортних підприємств. Надано макроекономічну характеристику ефективності їх функціонування. Окреслено фінансово-ресурсне забезпечення розвитку послуг автотранспортних підприємств.

Висновки. В умовах кризи та посткризового періоду транспорт був одним із ключових чинників розвитку економіки України. Попри відносно високий рівень індексу порівняльних переваг автомобільного транспорту, його функціонування пов'язане з багатьма проблемами, що потребує розробки та реалізації низки дієвих заходів на макро-, мезо- та мікрорівні, де особливої актуальності набуває пошук нових форм якісного фінансово-ресурсного забезпечення цієї діяльності.

Ключові слова: автотранспортні підприємства; послуги; фінансово-ресурсне забезпечення; розвиток.

УПРАВЛІННЯ ПІДПРИЄМСТВОМ

Actual scientific researches and issues analysis. Problems of management of investment and innovation development, including road transport enterprises, are paid much attention in the works of following domestic and foreign scientists: O. Amosha, A. Bazyliuk, I. Blanca, V. Geyets, M. Gerasymchuk, L. Hitman, A. Danilenko, M. Djonka, V. Koba, V. Kravtsiv, A. Kuzmin, S. Lykholat, L. Lypych, G. Podvlna, N. Polishchuk, M. Tugan-Baranowski, R. Fatkhutdinov, V. Shinkarenko and others. The management of the quality and competitiveness of the services of road transport enterprises is the subject of research by next scientists: S.Valiullina, L. Balabanov, M. Kondratiev, T. Mayorov, J. Petrovic, S. Shiryayev, O. Shcherban etc.

Uninvestigated parts of general matters defining. Current theoretical, methodological and practical developments in this field do not meet the modern challenges and are not fully coordinated with the peculiarities and factors of the complex external environment and limited internal resourcing of enterprises.

The research objective. In modern conditions, special importance is noted to the innovative and financial support for the development of services of road transport enterprises. In modern conditions, issues of Financial-Resourcing support for the development of road transport enterprises are particularly relevant.

The statement of basic materials. It is known that the assuring of the competitiveness of the services of road transport enterprises is objectively possible in the context of further growth of demand, increase of volumes of activity and soaring of its efficiency. But here there is also feedback - the increase of activities expands the financial and innovative opportunities and form the conditions for the preparation and implementation of programs and projects to improve the quality of road transport services, including the field of activity of the transport enterprises we are considering - suburban transportations by road, where objectively the financial and investment resources are needed for the modernization of the material, technical and technological base, to attract innovations, informative technologies, mastering the automated control systems, remote communication, providing greater punctuality and regularity of transport facilities.

Therefore, it is positive that some important macroeconomic characteristics of the transport enterprises development, and particularly in the studied area, are improving.

Taking into account the fact that the operation of transport enterprises is related to almost all industries and types of economic activity, we consider appropriate to reveal the structural changes that occurred with the share of transport in the Gross National Product. For this purpose, the index of structural changes is used, their speed and intensity are determined, which can show the dynamics of the economic structure, detect the dichotomy and the asynchrony of the changes and determine the level of influence on structural formation (Tab. 1).

Table 1

Characteristics of evaluation sequence in structural changes (made by the author)

Indicator	Calculations	Function
1. The index of structural changes	$I = \frac{M}{M_0},$ where I - Index of structural changes; M - weight of structural changes in the studied period; M ₀ - weight structural changes in the base period	Display of the economic structure dynamics
2. Speed of structural changes	$V = \frac{M - M_0}{T},$ where V – is speed of structural change T - Time of structural change (the difference between years, which increases each year by 1.)	Comparison of various structural changes, revealing of dichotomy and asynchrony changes
3. Intensity of structural changes	$E = M * V,$ where E - is the intensity of structural changes	Determine the level of influence on structural formation

УПРАВЛІННЯ ПІДПРИЄМСТВОМ

In the context of this study, the key indicator for these calculations is the share of transport in gross value added (GVA) (M - the mass of structural change), while in dynamics 2001-2015, year 2001 was taken the reference period (M0).

The analysis of structural changes in the transport sector, in particular their intensity indicator shows that the greatest impact of transport on the GVA held in 2011-2012, and slightly less - in 2009 (Fig. 1). It can be explained by the fact that during the crisis and post-crisis period transport was a key factor of economic development of Ukraine.

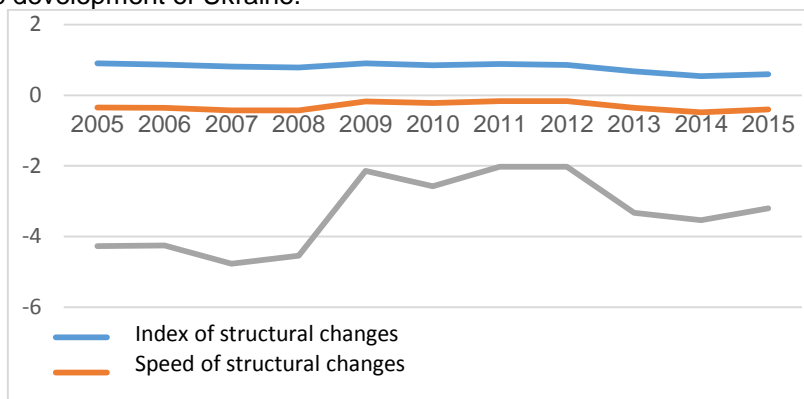


Fig. 1. The results of structural changes analysis of the transport sector in the operating period during 2005 - 2015 years (%)

Source: calculated and generated by the author on the basis of [1; 2]

Constantly galloping globalization has a significant impact on the prospects of transport development in Ukraine. That's why, it is strategically important to identify its competitive position on the international scene. In order to do this, you can calculate the level of competitive advantage in the methodological approach of the French Research Center for forecasting and international information, used market sector analysis of the International Trade Center UNCTAD / WTO [3, p. 6]:

$$RCA = \frac{1000}{(X_i + M_i)} * \left((X_{ij} - M_{ij}) - (X_i - M_i) * \frac{(X_{ij} + M_{ij})}{(X_i + M_i)} \right),$$

where X_{ij} - export volume j-th sector (transport services) and the first country in the group of studied countries; M_{ij} - the volume of imports j-th sector (transport services) and the second country from the group of analyzed countries; X_i - total exports and the second country in the group of studied countries; M_i - the total volume of imports and the second country from the group of studied countries.

Certain country (i) has advantages in industry (j) compared to others if the index of revealed comparative advantages (RCA) > 1. The increase of this indicator raises its value in the export structure of the country.

Calculation results of comparative advantage index (RCA) show relatively high index value of comparative advantage in foreign trade of Ukraine for 2006-2016 for all types of transport services (Tab. 2). These trends confirm the intensity of the potential of the tertiary sector in Ukraine.

Table 2

Dynamics of the index of revealed comparative advantages Ukraine's foreign trade concerning transport services (2006-2016)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Road transport	16.99	16.99	21.49	18.44	12.39	15.11	17.54	8.1	12.01	15.26	10.35
Railway	16.99	18.02	19.27	21.17	17.91	13.99	9.77	11.82	12.70	11.64	3.68
Air	15.43	15.86	10.92	23.56	7.94	-0.52	7.34	2.37	11.63	1.44	10.18
Marine	33.71	33.89	34.11	49.37	34.06	27.53	27.42	22.41	16.34	18.88	18.46
Pipeline transport	122.1	122	100.9	100.6	123.5	116.7	106.4	100.6	84.1	98.9	113.9

Source: created by the author on the basis of [3, p. 6; 4; 5; 6]



УПРАВЛІННЯ ПІДПРИЄМСТВОМ

Without regard to relatively high level of index of comparative advantages of motor transport, his functioning, it is related to many problems, that needs development and realization of row of effective measures on makro-, mezo- and microlevels. Due to the importance of implementation of the investment and innovation program in order to strength the competitiveness of the services of road transport enterprises, the search for new forms of qualitative financial and innovative support for such activity is becoming especially urgent. At the same time, important pre-conditions for the transition to an innovative strategy for the operation and development of road transport enterprises services for suburban road transportations of passengers should be the clear definition by the chiefs of enterprises the eventual sources of financial-resourcing provision, the volumes and terms of their involvement as an important component of planning and management at each stage and level of implementation of investment- innovation projects.

It should be emphasized that the concept of financial-resourcing provision is much wider than just process innovation funding, since it is about the formation of an effectively functioning system of the enterprise, which includes the following components: (1) investment support for the development and implementation of innovative projects; (2) own involved, equated to its own financial resources for the maintenance of current activities; (3) intellectual and human resources; (4) logistics; (5) technical and technological base; (6) informative analytical support to make managerial decisions. At the same time, the essential purpose of the system is to strength the competitiveness of the road transport enterprises services in the passenger transport market.

Let's emphasize that the sequence of formation of sufficient supporting and resourcing to ensure the implementation of investment and innovation program for road transport enterprises involves performing functions, namely, analysis, planning, organization, motivation and control of this process. In particular, at the stage of analysis, informative and analytical support for the adoption of managerial decisions is formed. It is the analysis and diagnosis of the internal and external environment of the investment and innovative activities of the transport companies in order to concretely specify the problems, directions and trends of their development, the causes hindering the implementation of investment and innovation projects [7].

The results of the analysis precise the intended purpose and objectives, that is, the planning function is performed. Its logical continuation is the organization of the policy of road transport enterprises on the definition of methods, machinery, tools, means of improving the investment and innovation ensuring the competitiveness of their services.

Among the basic measures within the framework of the economic approach to regulation, aimed to improve the financial-resourcing support, we can distinguish: application of financial support for the implementation of innovative development, introduction of alternative forms of funding for the implementation of innovative projects, ensuring the commercialization of intellectual property results; creation of informative and analytical center for support of investment and innovative activity, implementation of socio-economic programs for the development of intellectual and personnel resources of the enterprise, use of material and non-material incentives that can motivate employees for improving the efficiency of innovative activity. However, the implementation of the stipulated measures is possible only in the case of the respect of necessary principles, such as planning and regulation, consistency and constancy, partnership and balance, purposefulness, integration of scientific, technological and production activities to encourage the implementation of innovations, commercialization and introduction of innovation results to ensure the full innovative cycle [8].

It should be noted that the formation of the financial-resourcing support for the implementation of the investment and innovation program in order to strengthen the competitiveness of the services of road transport enterprises has a strategic and long-term nature, depends to a large extent on the external factors of the enterprise (competitors, consumers, investors, state support, elements of the market infrastructure, technical progress), however the initiation of such business ideas takes place in internal structural units (i.e. depends on factors inside, including the technological equipment and production potential, the quality of staffing), foresees a constant search for eventual sources of financial-resourcing support for innovative objectives.

УПРАВЛІННЯ ПІДПРИЄМСТВОМ

Improving the competitiveness of domestic transport depends on the complex implementation of the system of measures at the macro-, mezo- and micro- levels. The gradual move of Ukraine to European integration necessitates the development of all components of transport services.

The strategic priorities of the enterprise policy are:

- improving the economic efficiency of services (implementation practices discount the price of the volume of traffic, the implementation of joint marketing programs with subjects other businesses, gradual transition to large-sized transport, growth of speed and rhythmicity of its course; implementation of transport and logistics cluster for passenger traffic to save transaction costs and rise the efficiency of the full cycle of formation and implementation services);

- improvement of the organization system of passenger road transport in cooperation with other passenger transport traffic process (introduction of an automated control system to ensure a high discipline of routed taxi(cab) and to inform passengers about traffic; launching cooperation practices with other carriers of passengers and joint management systems and monitoring traffic transport, initiate and support the creation of associative and community structures to develop and monitoring the implementation of programs and projects transparent functioning and development of the urban road transport passengers);

- introduction of its own system of institutional and regulatory quality control of services (introduction of centralized control over the quality and safety of services, the formation of a permanent system of training all categories of personnel; the introduction of its own internal control system according to institutional and internal standards and requirements);

- improving ergonomic characteristics of vehicles (rolling stock modernization and development of industrial and technological base in accordance with modern ergonomic requirements for vehicles, improving elements of interior decoration of vehicles in coordination with the improved safety of passengers);

- raising the level of social standards of service (investing in order to improve the urban transport infrastructure and develop a system for controlling by consumers of schedules and modes of transport; more effectively strengthen the corporate social responsibility of business; increasing environmental efficiency of the transport system; initiating own programs for servicing socially vulnerable categories of passengers);

- development of aesthetic characteristics of routed taxi(cab) (application of common standards for attractive external and internal routed taxi(cab), improvement of the appearance and permanent improvement of skills of staff serving passengers, the introduction of modern methods for evaluating their work, the formation of a package and the provision of a range of additional flexible services for passengers);

- ensuring high efficiency of investment and innovation (modernization of the vehicle fleet by increasing the share of own vehicle with the simultaneous transition to electric transport, mating its own system of remote online communication with service users, the introduction of automated control systems, the introduction of an automated accounting system and electronic and cashless payment).

Conclusions. In the conditions of crisis and post crisis period a transport was one of key factors of development of Ukraine economy. At the same time globalization carries out ponderable influence on the prospects of his functioning. Sufficiently high values of index of comparative advantages are in foreign trade of Ukraine during 2006-2016 all types of transport services, got on the basis of results of calculation of index of comparative advantages (RCA), certify intensity of development of potential tertiary the sector of Ukraine economy. Without regard to relatively high level of index of comparative advantages of motor transport, his functioning, it is related to many problems, that needs development and realization of row of effective measures on makro-, mezo- and microlevels, where the special actuality is acquired by the search of new forms high-quality financially resource providing of this activity.

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УПРАВЛІННЯ ПІДПРИЄМСТВОМ

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