

Міністерства фінансів України 28 січня 2002 року № 57 [3, с. 51] на КНП є найважливішим етапом фінансово-господарської діяльності.

Отже, деталізація витрат сприятиме контролю за їх рівнем, надає можливість аналізувати, оцінювати та планувати витрати з метою їх економного та ефективного використання.

Список використаних джерел:

1. Бюджетний Кодекс України: за станом на 08.07.2010 р. / ВВР України. Офіц. вид. 2010. 572 ст. URL: <http://zakon1.rada.gov.ua/laws/show/2456-17>
2. Концепція реформи фінансування системи охорони здоров'я України, схвалена розпорядженням Кабінету Міністрів України від 30 листопада 2016 року №1013-р. 175ст. URL: <http://zakon.rada.gov.ua/laws/card/1013-2016-%D1%80>.
3. Інструкція про складання і виконання розпису Державного бюджету України, наказ Міністерствам фінансів України від 28 січня 2002 року №57 у редакції від 26.11.2012, підстава з1186-17. URL: <http://zakon.rada.gov.ua/laws/show/z0086-02>.

ORGANIZATIONAL ASPECTS OF FINANCIAL AND ECONOMIC SECURITY PROVISION IN DEVELOPMENT COMPANIES IN UKRAINE

Svystun L., PhD (Econ.), Associated Professor, Shtepenko K., Senior Lecturer, Poltava National Technical Yuri Kondratyuk University

The issue of organizing of the financial and economic security of real estate development companies attracts attention of the scientists worldwide, testifying its importance. Among the latest are investigations by such scientists as R. Peiser, A. Frej, R.Hardy, I.I. Mazur, V.I.Shapiro, A.M. Asaul, M. Dyba, Ye.A. Polishchuk, K.L. Larionova, A.A. Peresada and others [1-4]. The majority of scientists have dedicated their works to study of theoretical and practical fundamentals of investment and construction activity.

One of the key directions for increasing management effectiveness in real estate sphere investment and construction activity is development. Today this idea is extensively used by investment and construction process participants and is separated by them into special activity type [1, 3].

Real estate development advantages comparing to traditional forms of organizing investment and construction activity are the following:

- 1) full responsibility for the final results of investment and construction activity;
- 2) provision of a full range of the main and supplementary services;
- 3) availability of prolonged business connections at productive and managerial levels with real estate, consulting, engineering and other business structures;
- 4) establishment of partners relations with state and local self-government authorities, interested in real estate development projects realization;
- 5) improvement in the financial results of activity by means of risks minimization when transiting from cost method to projects budgeting;

6) ensuring high quality of works due to employees professionalism increase by their constant training in modern managerial methods and up-dated construction technology;

7) application of modern approaches by means of using managerial account systems which led to improvement in construction costs management;

8) competition based project participants selection.

In general, investment and construction activity is characterised by a number of stages [4], whereby the following is carried out: the issues of prospective construction technical feasibility and economical purposefulness are worked out; object placement area is chosen; necessary coordination and execution of permissible documentation is conducted, projects and estimate documents are shaped, construction area preparation is carried out, holding a competitive tender for supplying and construction contracts, contracting and assembling works are performed according to project approved documentation equipment and construction materials are delivered to constructing objects according to approved timetables. Investor-customer provides financing of these expenditures at expense of their main activity funds. Investment and construction activity is finished with setting the objects into exploitation, formalization of ownership and management and results disposing.

To provide financial and economic security of the development company, it is important for the investor to evaluate real estate object level of development in qualitative and quantitative (financial) aspects. Thus we suggest evaluating a real estate development project according to the next aspects.

- Social importance estimation
- Real estate development project physical grounding of realization abilities
- Marketing information analysis of real estate market
- Project commercial effectiveness evaluation
- Real estate development project financial provision defining

Initial stage is an expert evaluation of a project social value importance. Large-scale, macroeconomic and global projects are considered to be socially important. Evaluation of the local projects begins with the second stage.

Project physical grounding of realization abilities includes the following parameters: surface topography, real estate development safety and environmental compatibility, availability of engineering buildings and communications.

Real estate development project effectiveness should also be considered from technical point of view with the focus on project documentation analysis. Result of such analysis should be reflected in approval of object's relevance to project documentation norms and land plot characteristics; revealing of ineffective project decisions; project realization grounding.

If a land plot is considered to be an attractive one, real estate development company is recommended to proceed to marketing research. Marketing research range and depth has to be defined by complicity and novelty of the problems that a project faces as well as importance of these problems for the project. Matrix by R.Kühn can be used as guidance while conducting marketing research. This matrix can be used in accordance with a type of requirements for each of the problems.

In the methodology of real estate development project effectiveness evaluating the type of real estate used for development conducting as well as other elements, should be considered. For instance, this is the case of object location. It is influenced by macro factors (in accordance with the central part of the town within the town limits, distance from the rival objects, direction for town development, regional entertainment and trade centers, local and regional parks, cultural places); and micro factors (distance from principal highways, schools, shops, kindergartens and medical centers). Let us state that object location place further defines its class and rate of return.

Real estate development companies also have to conduct occasional research referring defining their place at the real estate market and planning real estate development business. The mentioned measure will help to define priority directions for the activity development, reveal their own strong and weak sides and coordinate strategic development plan [2]. Research can be purposefully conducted in a questionnaire form for all the real estate development process participants.

To make a rational managerial decision on creating a development strategy, gradual performing of a range of actions is recommended for real estate development companies (Table 1).

Table 1 - Graduation of activities while creating real estate development companies development strategies.

Managerial measures	Objectives necessary to perform for achieving positive results
1. Potential estimation and defining the abilities of real estate development organization	Conducting real estate development organization assets auditing with attracting professional auditing firms, aimed at obtaining proved and grounded data
2. Analysis of a position occupied by real estate development organization at the real estate market, and evaluation of market niche capacity.	Defining a firm market share at the real estate development service market and planning activity in accordance with existing demand which ensure flexible managing the production capacities
3. Intercomparison of development abilities and market demands	Defining disbalance between the level of managerial personnel and available assets of real estate developer by means of finding development resources which in turn motivates to taking relevant managerial decisions
4. Taking managerial decisions aimed at real estate development organization development	Strategy development contributing to real estate development organization effective development and rational management regarding real estate market changes trends
5. Control and estimation of set objectives performing on developmental management of real estate development organization	Evaluating the level of achieved goals and revealing the reasons causing leeway from the results expected, and defining measures on their elimination

Among the most important factors influencing effectiveness of real estate development organization development management and its security, the following factors should be noted:

- principal achievability of a set goal in due time, which is defined by availability in the time given of the conditions (necessary material, labor, financial and informational resources) which do not depend on a real estate and relevant environmental condition (legislative base of corporate management and real estate management, taxation system, credit policy and rivalry level;
- scientific foundation of planned actions which enables using commonly approved and tested through practice methodical investigations in the sphere;

– not only owners and shareholders, but also managers and all the company personnel interest in effectiveness objective estimation;

– apprehensibility for organizational and economic and managerial procedures performers in the process of implementing actions aimed at achieving planned results.

These will enable the possibility for ensuring of taking effective managerial decisions by real estate development companies managers and to increase the level of financial and economic security of the company.

References:

1. Peiser, Richard B., with Anne B. Frej. Professional Real Estate Development: The ULI Guide to the Business Second Edition. Washington, D.C.: ULI-the Urban Land Institute, 2003.

2. Hardy, R. Strategic Planning in Development Firms // *Real Estate Development*. – 1998. - №3. – p. 28-42.

3. Suchman, D.R. Managing a Development Company // *Real Estate Development*. – 1987. - №12. – p. 13-18.

4. Dyba M., Polishchuk Ye.A. Developerski kompanii na investytsiinomu rynku Ukrainy: Monohrafiia.– K.: KNEU, 2011 r. – 422.

MONITORING OF SOCIO-ECONOMIC TRANSFORMATIONS IN THE REGION SOCIAL AND ECONOMIC SECURITY SYSTEM ENSURING

Zavora T.M., Ph.D. in Economics, Associate professor Poltava National Technical Yuri Kondratyuk University

In modern conditions, the national economy effectiveness is largely influenced by the degree of its socio-economic development. The policy of state socio-economic development is determined by the aims formation, the achievement of which contributes to the comprehensive productive forces development. Importance in the system of socio-economic development is to meet the needs and interests of society, its protection against risks and threats in the conditions of transformations.

At present, the problematic issues of Ukraine's socio-economic security have different manifestation in almost all spheres. In the economic sphere, it is appropriate to highlight the risk of economic policy imbalances and fragmentary problem solving; the growth of inflationary pressure caused by the cost of many economic activity types; low investment attractiveness; high level of corruption perception and others.

In the financial field: the shadowing of economic activity results, primarily in terms of wages, which leads to a drawdown of budgets in all levels and as a consequence of the growing deficit of the Pension Fund with the need to cover it from the Ukraine State Budget; continued growth of the state and guaranteed Ukraine debt with a high proportion of its external component and many others [1].

Negative trends in the social sphere and accumulated social problems contribute to the emergence of threats to socioeconomic security and impede the state and region development. Therefore, monitoring of socio-economic transformations plays an important role in the development of preventive measures and the prevention of threats that can destabilize social and other fields. A comprehensive system for monitoring socio-economic transformations can reveal social perceptions of the population in the