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Section 1. Marketing

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CONJOINT ANALYSIS AND ONLINE FORUMS ON CULTURAL HERITAGE IN ALBANIA – ANALYSING TRIPADVISOR REVIEWS

Abstract: In this paper I shed light on the complex relations between market segmentation of culture heritage and market segmentation in Albania based on: 1) online reviews in TripAdvisor and; 2) a survey with 75 foreign visitors. The main research method was based on the full profile conjoint analysis in both survey designs. In the first phase of the research different attributes were identified based on the repetitions and main subject of reviews on TripAdvisor. From these were selected four attributes that were similar to those of marketing mix: culture heritage product, price, place, promotion and period of time. These attributes were measured individually and in interaction with each other. SPSS program was helpful during the conjoint analysis by using the orthogonal design. Four different attributes (product, price, place and period of time) there were given different values, that resulted in 25 different combinations. Since this number was too large, were taken in consideration only those categories that were more logical and were compatible with the official data. The final results derived from a survey with foreign tourist in Albania realized during the March – April 2017 resulted that visitors were more interested in to travel from the period from March – September, like to have cheap or medium prices and have in interests in every part of Albania and especially to its history, culture and archaeology.

Keywords: Culture heritage, marketing, Albania, conjoint analysis.

1. Introduction

Conjoint analysis has been considered as one of the best marketing methods to study the customer's preferences on different topics and market segments. Widely used for the exploration of customer's inclinations in different service industries such as industrial goods, financial services, transportation, auto insurance policies [1, 8 p], it seemed uneven in the field of cultural heritage. This has happened for many reasons. The first origin of the problem is considered the mere nature of culture heritage as being at the same time a very large and specific field of research. With the emerging of theories of multiculturalism in the beginning of 1990s, of the individual choice and social media, the approach on studding visitors of cultural heritage was based mainly on quantitative, qualitative surveys or mixed research methods. The main problem from these approaches was that their analyses were mainly 'descriptive in nature rather than predictive' [2, 1 p]. 'Descriptive information is useful to characterize demographics, usage patterns, and attitudes of individuals. Beyond descriptive information, managers heed survey research tools that can predict what consumers will buy when faced with the variety of brands available and myriad product characteristics. It is precisely due to this focus that conjoint or trade-off analysis has become so popular over the last three decades' [1, P. 28]. On the other hand, the marketing research in Eastern European countries such as Albania is novel and undeveloped. Many data regarding culture heritage and the main preferences of the visitors are confused or just missing. For these reasons I have chosen to focus my research to on one 'of the leading platforms for travel-related reviews' [3] such as TripAdvisor. Nowadays 'tens of millions of travellers share travel experiences through online communities such as TripAdvisor, Yahoo! Travel, Igougo, and Lonelyplanet' [4 P. 676]. Tripadvisor has been founded in 2000 and today is the most popular travel community. Currently, this platform includes over 435 million reviews for 1.9 million accommodations, 4.2 million restaurants, and 730,000 attractions, and the platform enjoys 390 million average monthly unique visitors reflecting an 11% growth [5]. However, reviews related to Albania are modest. In total it is mentioned in only 1701 topics.

Generally has been proved that 'potential travellers have difficulties in assessing quality of tourism products prior to experiencing them. One way to gain confidence in a tourism product is to search information about the product prior to purchase. The information process of potential travellers is initiated from searching internal sources such as their experiences. When internal information is insufficient, searching will move to external sources. Today, travellers use various types and amounts of information – online and offline. Among various online information sources, community websites are becoming increasingly important. These global platforms enable travellers to share their experiences – posting reviews – with like-minded others [4, P. 675]. 'In fact, social media content is perceived very often as more trustworthy compared to official tourism websites or mass media advertising' [7].

2. Problem definition

'The internet has been used as a medium for data collection since about 1995, although its rapid growth can mostly be identified as being from 1999 onwards, and its ascendancy in terms of quantitative data collection has only happened over the last three years' [7]. According to the Albanian official statistics the penetration of internet in the Albanian population is 62, 8% for the year 2016. It consist of 0.1% of the internet users in the world [8]. The other internet platform for travellers lonely planet describes the internet acces as 'free wi-fi is ubiquitous in all but the most basic hotels. In larger towns many restaurants also offer free access' [9]. Thus it makes it easy for tourists to publish their reviews online whenever they are placed in the Albanian territory. It is important to assess that in the most of the hotels internet is free and without payment.

Albania offers many possibilities for the culture heritage visitors. 'Located in the heart of the Mediterranean region, north of Greece and east of Italy, Albania is situated at the crossroads of multiple cultures and many invading armies. Over the past two millennia, this mountainous country was part of the Roman, Byzantine, and Ottoman empires until its independence in 1912' [10, P. 312]. The communist approach was mainly ideological and restricted the number of visitors [11]. Many Albanian museums today have still the materialist interpretation of history in some of their parts. This is today one of the main hampers to reform culture heritage according to market economy rules. As Misiura points out 'in the heritage industry it is fast becoming recognized that heritage attractions and brands, in particular those that want repeat business (most of them do), must address the needs of their visitors/customers and that this focus should be a (on-going) priority from which the rest (targeting, interpretation, resource management, etc.) will follow. Heritage attractions or other heritage consumer brands must appeal to the aspirations, needs and motivations of prospective and regular customers' [12, P. 81]. There are very few data regarding the preferences of the visitors of cultural heritage in Albania. The official data change from year in year and it is difficult to derive from them market segments or to identify regular foreign consumers.

Conjoint analysis helps us to collect data on culture heritage visitors in Albania and to construct alternatives referred to as concept profiles. 'In marketing contexts, concept profiles typically describe brands, products, or services. [...] Concept profiles may consist of verbal descriptions, although they may include pen-and-ink representations, physical mockups, or videotaped demonstrations. The primary reason for restricting the choice situation in this way is to ensure that respondents evaluate each profile with respect to the same information. Ambiguous and equivocal cues are removed so that all respondents have at their disposal the same information and no more. When the concept describes an economic choice alternative, the description usually includes price [13, 2 p]. This will help to base my research on the heritage tourist and visitor level and to collect data on their preferences. 'Albania's heritage has always been defined in a topdown manner; experts define the list of potential monuments, which are examined and certified and then added to the national list of protected sites. This process addresses heritage on a national level, but often overlooks or willfully ignores the local implications of state-level action [10, P. 318]. For all these reasons it will be possible to get more specific data based on the conjoint analysis model and give better segments not only of culture heritage but also tourism in Albania.

3. Aims and research questions

The main aim of this paper is to determine the main attributes (characteristics) of the culture heritage in Albania as seen by the foreign visitors in Tripadvisor and their main preferences as surveyed with a help of a questionnaire. Through the conjoint analysis data and their results I want to be able to construct future recommendations for the managers of cultural heritage in Albania. Since 'conjoint results is the most valuable tool for managers. A market simulator uses the utility scores to predict which product alternatives respondents would choose within competitive scenarios. The predictions can be made not only for the few product alternatives that were actually shown to respondents, but also for the often thousands or more potential combinations that were not shown' [2, 11 p]. Other aims of the paper include the fact that cultural heritage research field in Albania is still an unexplored field and needs to be adjusted to the new policies of the market economy.

4. Theoretical framework

'Several interdependent decisions are involved in the formulation of a marketing strategy for a brand (of a product or service). These include not only decisions about the product's characteristics but also its positioning, communication, distribution, and pricing to chosen sets of targeted customers' [1]. 'Market segmentation is the process of dividing a total market (or sub-market) using the principles identified above in order to create one or more homogeneous groups or segments that can then be targeted effectively, based on the accessibility of these customers and the resources of the organization' [12, P. 79]. In the field of culture heritage many authors have suggested that 'the business of heritage must address a combination of biology, psychology and instinct in planning and marketing a heritage product, service or brand' [12, P. 79]. Travel reviews online communities such as TripAdvisor 'makes information easy to find, but difficult to process and judge' [4, P. 676]. The result is a decrease in search costs and an increase in cognitive costs. For the best selection among overflowing reviews, travellers need to put more cognitive efforts by remembering one review and comparing it with others. Thus, too much information increases cognitive costs such as anxiety about uncertain preferences, lack of expertise, and incorrect decision. As it is cognitively cumbersome for potential travellers to evaluate the quality of each review available in online communities, they may use extrinsic cues to judge quality. Lee et al suggest that 'in addition to price, brand, and country of origin that indicate product quality, reputation is another extrinsic cue indicating the quality of online merchants and online information creators' [4, P. 676]. However, other studies have found that 'just over one-third of complaints tended to juxtapose an overall negative evaluation with some type of positive appraisal, and that a similar proportion of the complaints made explicit reference to reviewer's expectations not being met' [14, P. 1714]. The researcher Vasquez found out that usually 'complaints often occurred as a larger speech act set, and (perhaps not surprisingly) in this particular context, complaints tended to co-occur more frequently with advice and recommendations rather than with other types of speech acts such as warnings or threats [14, P. 1714].

4.1. Merging marketing mix with culture heritage in TripAdvisor reviews

Conjoint Analysis has been considered as a Predictive Model of Choice. This method was based in works of mathematical psychologists and statisticians Luce and Tukey (1964), and discrete choice methods came from econometrics, building upon the work of McFadden (1974), 2000 Nobel Prize winner in economics. According to Orme (2010) 'marketers sometimes have thought (or been taught) that the word 'conjoint' refers to respondents evaluating features of products or services (that were) 'considered jointly'. But as he point out 'in reality, the adjective "conjoint" derives from the verb 'to conjoin' meaning 'joined together'. The key characteristic of conjoint analysis is that respondents evaluate product profiles composed of multiple conjoined elements (attributes or features). Based on how respondents evaluate the combined elements (the product concepts), we deduce the preference scores that they might have assigned to individual components of the product that would have resulted in those overall evaluations' [2, P. 29]. 'Back in the early 1970s, marketing academics (Green and Rao 1971) applied the notion of conjoint measurement, which had been proposed by mathematical psychologists (Luce and Tukey 1964), to solve these complex problems. The general idea was that humans evaluate the overall desirability of a complex product or service based on a function of the value of its separate (yet conjoined) parts [2, P. 29]. Regarding marketing mix of culture heritage it can be said that 'the key to success in the development of heritage products (whether these are in the heritage tourism sector or indeed any other) depends on the ability to match the product or service being offered (which is, of course, based on an understanding of consumer wants or aspirations) with the benefits sought by the customer (these can be both tangible and intangible, i. e. a tangible benefit is the actual consumption of the product or service itself and an intangible benefit might be the status or other 'feelgood' factor that arises either during the research process, during consumption or following consumption, such as being 'environmentally friendly' in supporting organic foodstuffs). If possible, the heritage marketer should be 'one step ahead' of the customer in terms of their needs, in particular to circumvent any potential problems that could arise in the heritage provision' [12, P. 130]. The conceptual model of conjoint analysis helps in this process because 'is quite straightforward; it postulates that the utility of a multi-attributed item can be decomposed into specific contributions of each attribute and possibly their interactions. The approach is easy to implement if the number of attributes is small. But, problems arise in most practical problems because of the large number of possible hypothetical alternatives for a given problem. In general, only a subset of possible alternatives is chosen for the study [1, P. 37].

4.2 Ethical issues

The main ethical issues regarding TripAdvisor derives from 'fake review concerns, growth in competition from Google and other players as well as low-entry barrier could restrict growth in TripAdvisor's user base [3]. However social media networking and online shopping has increased progressively in the last decades and the agreement of TripAdvisor with Facebook has increased by 35% of TripAdvisor's new reviews, deriving from its Facebook connected members' [6, P. 196]. It has been previously studied that 'mostly men tend to share their views on TripAdvisor or, alternatively, men more than women state their gender when posting their reviews [6, P. 196]. According to Lee et al. helpful reviewers tend to';1) travel to many destinations; 2) be indistinguishable from other reviewers in age and gender; 3) actively post reviews; 4) disclose their age and gender information less than other reviewers; and 5) give destination hotels a lower review rating than other reviewers' [4, P. 683]. Also previous studies on the role of social media in online travel information search has pointed out that 'certain keywords (e. g., nightlife and restaurants) are clearly more likely to generate more social media search results as compared to others (e. g., attractions). Furthermore, Xiang & Gretzel (2010) argue that virtual community websites are more closely tied to the "core" tourism businesses such as attractions, activities, and accommodations, while consumer review sites are related to shopping, hotels and restaurants, and, social networking, blogs, and photo/video sharing sites with events, nightlife, and parks [6, P. 197]. Filieri et al. proposes five factors for building consumer trust towards consumer – generated media: a. source credibility, b. information quality, c. website quality, d. customer satisfaction, e. user experience with consumer generated media. [...] Trust towards a Consumer Generated Media website influences travel consumers' intentions to follow other users' recommendations and fosters positive word of mouth. Findings also show that information quality predicts source credibility, customer satisfaction, and website quality' [15, P 185]. Some of the factors or potentials that will influence TripAdvisor reviews in the future are: 1. Increasing investment in the mobile platform to leverage growth in mobile devices; 2. Tapping growth in social media; 3. International expansion to fuel global traffic. Among the potential threats are listed: 1) fake review concerns; 2) increasing competition; 3) low entry – barrier as an industry (TripAdvisor faces competition not only from existing players but also potential new entrants in the travel review market) [3]. With rich user-generated content, TripAdvisor has valuable monetization opportunities. Travel businesses can advertise on TripAdvisor's platform and benefit from its large audience and global reach. TripAdvisor derives most of its revenue from the sale of advertising, primarily through click-based advertising and to a lesser extent, display-based advertising. The remainder of TripAdvisor's revenue is generated through a combination of subscription based offerings, content licensing, and its recently launched private sale site, SniqueAway. It also offers deals on top hotels at lucrative discounts. TripAdvisor has diversified its geographical mix in the past few years with the contribution of its US operations declining from 82% in 2008 to approximately 50% in 2015. Long-term revenue growth is expected to be driven by expanding traffic and user generated content [3]. 'Furthermore, a study on TripAdvisor and reviews' influence when choosing accommodation has already revealed that potential travellers consider these reviews accurate. Moreover, actively responsive businesses are viewed favourably by users, regardless of whether they are dealing with positive or negative feedback, as they appear to care about their customers' experiences [6, P. 190].

5. Methods

Prior research on consumer preferences stemmed mostly from face to face communication and a certain and given commercial contexts. 'Internet has led to changes in the nature of research, both in terms of challenging the assumptions that used to underpin market research (such as sampling theory) and in terms of opening up new possibilities, for example through the use of blog mining and online research communities' [7]. In the course of implementing conjoint measurement methods to applied business problems, such as those encountered in marketing, the emphasis on theoretical aspects of measurement has given way to the more pragmatic issues of design of studies and analysis of data [1, P. 3].

In this paper I have analysed 130 TripAdvisor reviews regarding Albania and its main destinations from the period 1 April 2016 to 31 October 2016. The process of conjoint analysis as a method has been divided in two main groups. The first phase includes the discovering of the main preferences of the visitors of the cultural heritage in Albania. I have started my study from the zero and basing it only in the TripAdvisor reviews and by comparing later those data with the official Albanian statistics. Also the preferences will be grouped in different categories and those categories were subject to a questionnaire for visitors of cultural heritage in the second phase of the research. 'A significant advantage of the conjoint method has been the ability to answer various "what if" questions using market simulators; these simulators are based on the results of an analysis of conjoint data collected on hypothetical and real choice alternatives' [1, P. 8].

In the selected reviews I have determined four attributes that were repeated more frequently by the visitors and were related also with some features of the marketing mix components – product, price, place and period of time to visit Albania. These were the most salient attributes of the visitors writing reviews on TripAdvisor. The implications of these four attributes are quite clear from the data that were extracted and had an immediate impact on the demand and revenues of heritage tourism in Albania. The analysis will encompass also models of interactions. I based my models of interactions in the assumption that 'models that include interactions between brand and price might make sense in some situations [13, P. 5]. My first main interest was in marketing and promotion, however, it was difficult to measure 'promotion' in interaction with other attributes such as price, product, place or time. Since TripAdvisor is closely related to marketing and promotion, promotion as a category was everywhere, but most of the reviews:

– were asking practical information, (and/or);

– they were planning their visits and were not informed for what to expect; (and/or);

– it was their first time visit in Albania (and/or);

– they got the information mostly by internet.

For all these reasons it was difficult to study the different values of promotion in their interaction with the values of other attributes. 'Choice alternatives may be described in terms of their components or attributes. For example, price is an attribute that influences choice of an automobile. Interest may be in several price points, or levels, such as $21,000, $26,000, $31,000, $36,000, and $41,000. Other attributes might include brand name (with levels: Ford Taurus, Chevrolet Malibu, Mitsubishi Lancer, Volvo C30, Honda Accord); number of doors (two, four); size of engine (four, six, or eight cylinders); and type of transmission (manual five speed, automatic five speed, manual six speed, automatic six speed). Under certain conditions, it is possible to infer the partworth (or part utility) of the respective attribute levels by regressing information about product attributes on sales or market share. Such data are referred to as revealed preference (RP) data' [13, P. 5]. Essentially, there are four types of conjoint methods: the traditional method (CA) that uses stated preference ratings; choice-based conjoint analysis (CBCA) that uses stated choices; adaptive conjoint analysis (ACA) developed in part to handle the issue of large numbers of attributes, and self-explicated conjoint analysis, which is a bottom-up method [1, P. 5]. The main conjoint analysis method used in this paper derives from the traditional full – profile conjoint analysis. 'Academics have suggested that the full profile approach is useful for measuring up to about six attributes [...] I have chosen this method because the full-profile conjoint analysis may be used for paper-and-pencil studies and it can administered via computer. Also the full profile conjoint analysis may be used for computer assisted personal interviews (CAPI) and Internet surveys [2, 41 p]. In our days there are different software packages that analyse the data retrieved from the conjoint analyses directly as those published by the Sawtooth Software Company such as CVA, CBC etc. However I have analysed the results of this research based on the orthogonal method of SPSS.

5.1. Data collection

'The traditional conjoint analysis collects preferences for profiles of hypothetical products each described on the entire set of attributes selected for the conjoint study. These profiles are called full profiles' [1, P. 6]. In this paper I have decided upon different levels for the four attributes of the marketing mix system: product, price, promotion and place and I have added also another attribute 'the period of time' as mentioned and analysed in the TripAdvisor reviews. I have chosen different values for each attribute. For example for price I have chosen nominal values such as: 'cheap', 'medium price', 'expensive' and 'price is not important' based on the reviews of the visitors or upcoming visitors of Albania and its cities.

a) (CH) Product – culture heritage product as analysed in the TripAdvisor reviews and their main repetitions resulted as below: Museums and art galleries (2%), UNESCO cities (6%), Nature (1%), Ottoman Period (1%), Communist Past (2%), People, local food (9%), Saranda & Butrint was mentioned in the 4% of the analysed reviews and accommodation and infrastructure consistituted 2% of the CH product as mentioned in the TripAdvisor reviews. Most of the reviewers (73%) made no reference to the product of culture heritage and discussed about other topics such as price, promotion, place and period of time to visit Albania.

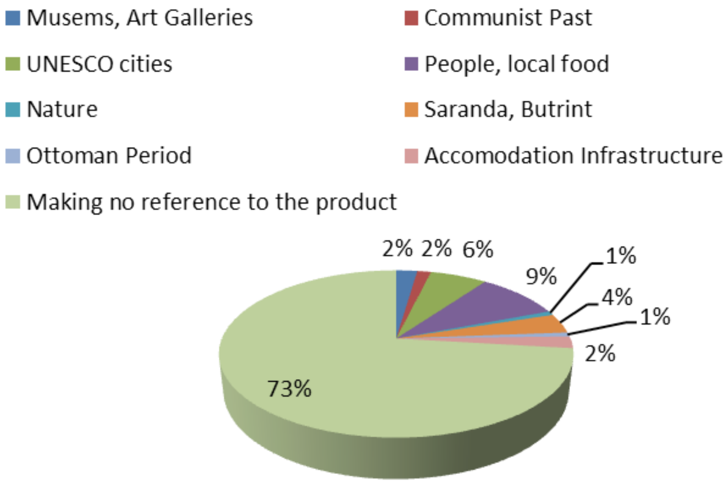

Figure 1. CH Product represented in TripAdvisor reviews

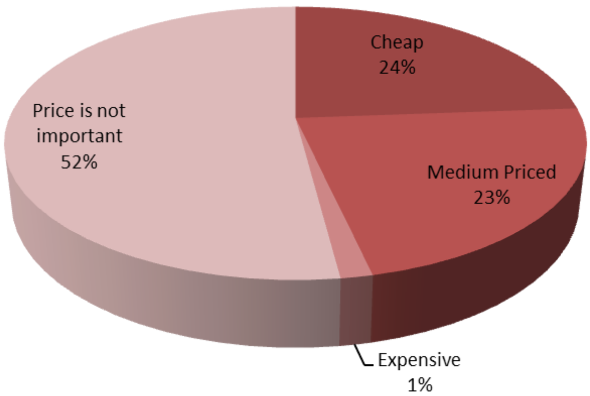

Figure 2. Categorization of 'price' according to TripAdvisor reviews

Another category which was mentioned very often in the TripAdvisor reviews regarding visitors or upcoming visitors visiting Albania and its cities was the 'price'. Price was mentioned in 48% of the reviews, more than product (27%) and promotion (9%). 'Place' was mentioned in every review taken in consideration for the scope of this study. The low rate of promotion maybe was related to the fact that the mere posting in TripAdvisor can be considered as a kind of promotion and is tautological in itself.

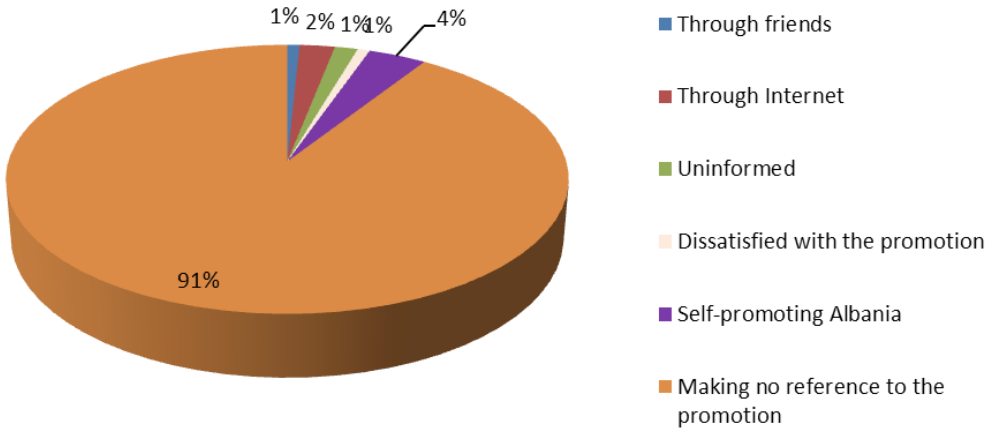

Figure 3. Categorization of 'promotion' according to TripAdvisor reviews

Table 1. – Categorization of place according to TripAdvisor reviews

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	South Riviera	31	23.8	23.8	23.8
	Permet	1	.8	0.8	24.6
	Gjirokastra	4	3.1	3.1	27.7
	Butrint	2	1.5	1.5	29.2
	Vlore-Fier	7	5.4	5.4	34.6
	Pogradec	1	0.8	.8	35.4
	Tirana	26	20.0	20.0	55.4
	North/Mountains	10	7.7	7.7	63.1
	Durres	6	4.6	4.6	67.7
	Shkoder	6	4.6	4.6	72.3
	Berat	6	4.6	4.6	76.9
	Albania	29	22.3	22.3	99.2
	Korca	1	0.8	0.8	100.0
	Total	130	100.0	100.0	

Table 2. – Interactions between attributes regarding conjoint analysis

Product	Price	Place	Period of Time
1) Museum, art galleries; 2) Archaeology; 3) Ottoman Period; 4) Communist Period; 5) Local Culture, Food, People	1) Cheap; 2) Medium Price; 3) Expensive; 4) Price is not important	1) Southern Albania; 2) Tirana; 3) Northern Albania; 4) Every part of Albania	1) January – March; 2) April – June; 3) July – September; 4) October – December

It is common that when one concatenates levels of all attributes, the complete set of full profiles (or full factorial design) will in general be very large. A respondent will be unduly burdened when asked to provide preference judgments on all profiles [1, P. 6]. In this first phase of the conjoint analysis I tried to get a smaller set of values, however the stated preferences from the above combinations resulted through the orthogonal design of SPSS in 25, as they are represented in the table below:

Table 3.

Card Id	Product	Price	Place	Period of time
1.	Local culture, people & food	Expensive	Southern Albania	October – December
2.	Museums, Art Galleries	Expensive	Southern Albania	July – September
3.	Archaeology	Cheap	Northern Albania	October – December
4.	Local culture, people & food	Medium priced	Every part of Albania	July – September
5.	Ottoman Period	Expensive	Northern Albania	January – March
6.	Museums, Art Galleries	Medium priced	Northern Albania	April – June
7.	Communist Period	Expensive	Tirana	January – March
8.	Communist Period	Price is not important	Every part of Albania	January – March
9.	Communist Period	Medium priced	Southern Albania	October – December
10.	Local culture, people & food	Cheap	Southern Albania	January – March
11.	Ottoman Period	Medium priced	Southern Albania	January – March
12.	Ottoman Period	Cheap	Northern Albania	July – September
13.	Ottoman Period	Cheap	Every part of Albania	October – December
14.	Archaeology	Medium priced	Tirana	January – March
15.	Museums, Art Galleries	Cheap	Every part of Albania	January – March
16.	Local culture, people & food	Cheap	Tirana	April – June
17.	Archaeology	Cheap	Southern Albania	January – March
18.	Communist Period	Cheap	Southern Albania	April – June
19.	Ottoman Period	Cheap	Tirana	July – September
20.	Archaeology	Expensive	Every part of Albania	April – June
21.	Archaeology	Price is not important	Southern Albania	July – September
22.	Museums, Art Galleries	Cheap	Southern Albania	January – March
23.	Museums, Art Galleries	Price is not important	Tirana	October – December
24.	Ottoman Period	Price is not important	Southern Albania	April – June
25.	Local culture, people & food	Price is not important	Northern Albania	January – March

'The use of abstract alternatives in the form of concept profiles reduces cost and execution time by providing prospective decision makers with what is thought to be the essential information that will ultimately drive preference or choice. Constructing concept profiles following appropriate experimental designs ensures that relevant data are available for estimating part-worths of attribute levels' [13, P. 2]. 'The traditional approach to CA also has an opportunity cost. In competitive markets, the success of a firm is influenced by both its own and its competitors' efforts. For example, a firm's market share is influenced not only by its own price but also by its competitors' prices, and the impact on market shares of a change in its own price depends on whether the change is matched by competitors. Traditional CA procedures are suited to capturing the effects of the efforts of the firms. They are ill suited for capturing the effects of competitors' actions because traditional conjoint studies do not require respondents to make trade-offs between profiles, only between levels of attributes for a single profile [13, P. 7].

6. Results and analysis

From the 25 combinations that were retrieved by the orthogonal design of the SPSS I have eliminated the ones that are more improbable to occur:

1) Visiting Southern Albania by focusing mainly on local culture, people & food, with an expensive price, between October – December;

2) Visiting Northern Albania by focusing on archaeology with a cheap price between October – December

3) Visiting Northern Albania by focusing on the Ottoman Period with an expensive price between January and March.

4) Visiting Tirana by focusing in the communist period and history, with an expensive price, between January and March.

Still the number was too large to be represented in a survey. And thus were eliminated other combinations that were thought as less interesting for visitors:

5) Visiting Northern Albania by focusing on local culture, people & food, between January and March. Price is not important.

6) Visiting Tirana, by focusing on the archaeology, with a medium price between January and March.

7) Visiting every part of Albania by focusing on museums and art galleries with a cheap price between January and March;

8) Visiting every part of Albania, by focusing in the communist period between January and March. Price is not important.

9) Visiting Southern Albania with a medium price, and focusing in the communist period, between October and December.

10) Visiting Southern Albania by focusing on museums and art galleries, with a cheap price between January and March.

11) Visiting Southern Albania by focusing on local culture, people & food by paying a cheap price between January & March.

12) Visiting Tirana by focusing on museums and art galleries between October and December. Price is not important.

13) Visiting Southern Albania by focusing on the Ottoman Period, with a medium price between January & March.

14) Visiting Southern Albania by focusing on archaeology with a cheap price between January and March.

15) Visiting every part of Albania by focusing on the Ottoman Period, with a cheap price between October and December.

Table 4. – Results of survey with foreign tourists in Albania

2.5%	Visiting Southern Albania by focussing on the Ottoman Period between April and June. Price is not important.	Visiting Tirana by focussing on local culture, people & food with a cheap price between April & June.	5.6%
2%	Visiting Southern Albania by focusing mainly on museums & art galleries, with an expensive price between July – September.	Visiting every part of Albania by focussing on the archaeology, with an expensive price, between April and June.	5.4%
22,5%	Visiting every part of Albania by focusing on local culture with a medium price, between July – September	Visiting Southern Albania by focusing on archaeology between July and September. Price is not important.	17.4%
7.6%	Visiting Northern Albania by focusing on the communist period, with a cheap price between July & September.	Visiting Southern Albania by focusing on the communist period, with a cheap price between April and June.	11%
9%	Visiting Northern Albania by focusing on museums and art galleries with a medium price in the period between April and June.	Visiting Tirana, by focusing on the Ottoman Period, with a cheap price, between July and September.	17%

The other remaining conjoint analysis combinations were part of a survey with 75 foreign tourist in the period between March – April 2017. As the most quoted categories were those related to culture heritage and history in the period from March to September.

As a summary, it can be added that marketing plans need to be changed or modified to accommodate macro and micro changes in the marketplace. 'Constant monitoring and evaluation of segmentation bases are highly important (daily) activities for the heritage marketer and the research methods by which data are collected must also be kept under review' [12, P. 81]. From the above data it can be derived that foreign visitors of Albania are more interested to travel from the period from March – September, like to have cheap or medium prices and have in interested in every part of Albania. Visitors interested in the archaeology are more interested in the Southern part of it.

7. Conclusions

In this paper I tried to shed light on the complex relations between market segmentation of culture heritage and market segmentation in Albania based on: 1) online reviews in TripAdvisor and 2) a survey with 75 foreign visitors. The main research method was based on the full profile conjoint analysis in both survey designs. In the first phase of the research different attributes were identified based on the repetitions and main subject of reviews on TripAdvisor. From these were selected four attributes that were similar to those of marketing mix: culture heritage product, price, place, promotion and period of time. These attributes were measured individually and in interaction with each other. SPSS program was helpful during the conjoint analysis by using the orthogonal design. Four different attributes (product, price, place and period of time) there were given di [1] fferent values, that resulted in 25 different combinations. Since this number was too large, were taken in consideration only those categories that were more logical and were compatible with the official data. The final results derived from a survey with foreign tourist in Albania realized during the March – April 2017 resulted that visitors were more interested in to travel from the period from March – September, like to have cheap or medium prices and have in interests in every part of Albania and especially to its history, culture and archaeology.

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Section 2. Mathematical and instrumental methods of economics

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ANALYSIS AND FORECASTING OF NUMBER OF INCOMING CALLS IN CALL CENTER

Abstract: This article analysis of the incoming traffic received by Call-center in the past year. The paper also identified the factors having an impact numbers of calls. Method of forecasting that ensure the highest accuracy is chosen.

Keywords: Call-center, analysis of statistics, forecasting, neural networks, incoming traffic, rhythms.

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АНАЛИЗ И ПРОГНОЗИРОВАНИЕ КОЛИЧЕСТВА ВХОДЯЩИХ ЗВОНКОВ В CALL-ЦЕНТРЕ

Аннотация: В данной статье выполнен анализ входящего трафика, поступившего в медицинский Call-центр за прошедший год. Выявлены факторы, влияющие на количество поступающих звонков. Определен метод прогнозирования, обеспечивающий наибольшую точность.

Ключевые слова: Call-центр, анализ статистики, прогнозирование, нейронные сети, входящий трафик, ритмы.

Call-центры или центры телефонного обслуживания (ЦТО) используются для передачи и получения большого объема информации, который поступает в виде телефонных запросов [1]. Зачастую в организации работы Call-центра возникает ряд проблем, таких как неоптимальное составление расписания работы операторов, недостаточная ширина канала связи, низкая скорость обработки звонков, что приводит к увеличению времени ответа на заявку и росту числа потерянных звонков.

Интенсивность потока входящих телефонных звонков никогда не бывает стабильной, т. е. за некоторый определенный промежуток времени количество поступающих звонков может колебаться. Операторы Call-центра не успевают своевременно обслуживать заявки, время ожидания в очереди сильно увеличивается, поэтому клиенты покидают очередь, не дождавшись ответа на звонок. Количество входящих звонков может зависеть от времени года, дня недели, времени суток, либо от каких-то внешних факторов. Таким образом существуют сезонные, месячные, недельные и суточные колебания объема звонков, поступающих в Call-центр. Решить проблему большой очереди можно, прогнозируя количество входящих звонков в центр телефонного обслуживания и варьируя в зависимости от прогноза число каналов обслуживания: увеличивая на время пика активности клиентов и уменьшая на время спада активности.

Вопросу прогнозирования объема входящих звонков уделяется достаточно внимания в разных областях. Например, В. Б. Байбурин [8] утверждает, что исследование возможности прогнозирования количества одновременных телефонных соединений в определенные моменты времени в корпоративной телефонной системе без ожидания с применением статистических методов является актуальной задачей, решение которой создает основу для управления и оптимизации нагрузки на каналы связи, а также управления другими ограниченными ресурсами системы. А. В. Солуянов [9], исследуя методы повышения качества предоставляемых услуг Call-центром на железнодорожном транспорте, приходит к выводу, что выявление закономерностей в изменении нагрузки, поступающей на обслуживание, а также выбор и исследование математической модели, наиболее точно описывающей процесс обслуживания заявок, позволят оптимально организовать работу Call-центра.

Следовательно, задача будет сводиться к выбору наиболее оптимального метода прогнозирования и анализу возможных причин, влияющих на активность клиентов.

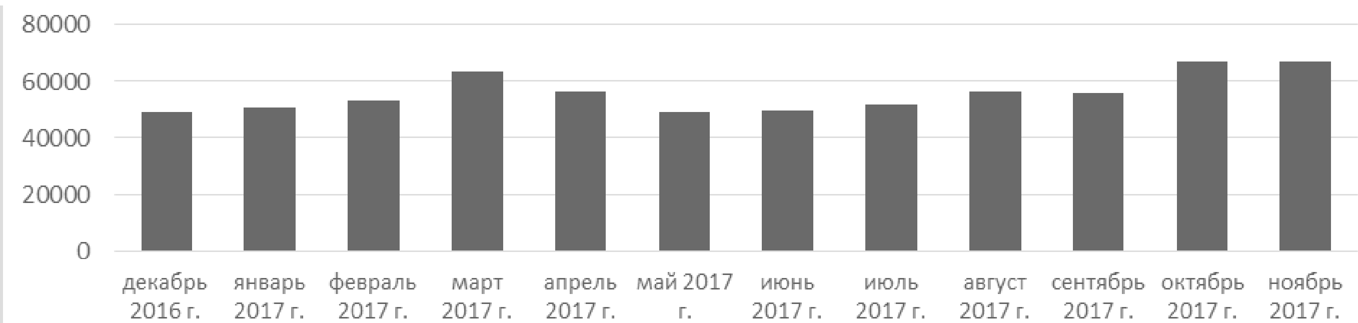

Рисунок 1. Количество входящих звонков за год по месяцам

Источником статистических данных для анализа был выбран медицинский Call-центр. Основная задача которого – запись пациентов на прием к врачу в государственные и муниципальные бюджетные учреждения здравоохранения. Режим работы центра телефонного обслуживания с 07:00 до 19:00 пять дней в неделю. В Call-центре регулярно собирается статистика звонков. Фиксируется информация о количестве поступивших, отвеченных и пропущенных вызовах, о времени обслуживания заявок.

На (рисунке 1) изображена гистограмма с распределением объема входящих звонков за декабрь 2016 г. – ноябрь 2017 г. По горизонтальной оси откладывается диапазон наблюдаемых значений, разбитый на 12 месяцев, а по вертикальной – количество звонков, поступивших в медицинский Call-центр. Следовательно, каждый из 12 столбцов отображает сколько звонков поступило за месяц.

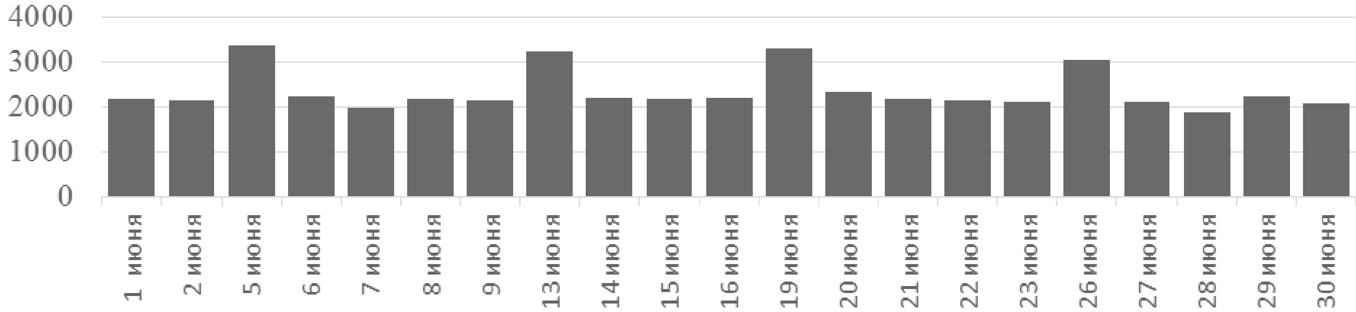

Рисунок 2. Количество входящих звонков за июнь 2017 год

Далее рассмотрим объем входящих звонков за месяц, на (рисунке 2) изображена гистограмма с распределением количества звонков за июнь 2017 года, на которой отображен 21 столбец, каждый из которых обозначает количество поступивших звонков за рабочие дни июня 2017 года. На гистограмме отчетливо видно, что имеются скачки количества звонков в определенные дни, каждый из которых является первым рабочим днем недели.

На (рисунке 3) изображена гистограмма с распределением объема звонков, поступивших в Call-центр за понедельник – 5 июня 2017 г., день с наибольшим количеством входящих звонков за рассмотренный ранее месяц. Высота каждого столбца обозначает количество входящих звонков за час. Значение входящего трафика начинает резко возрастать с 08:00 и продолжает оставаться высоким до 11:00. Час наибольшей нагрузки приходится на интервал с 10:00 до 11:00. В обеденный перерыв количество звонков уменьшается и опять возрастает. После 14:00 начинает резко убывать.

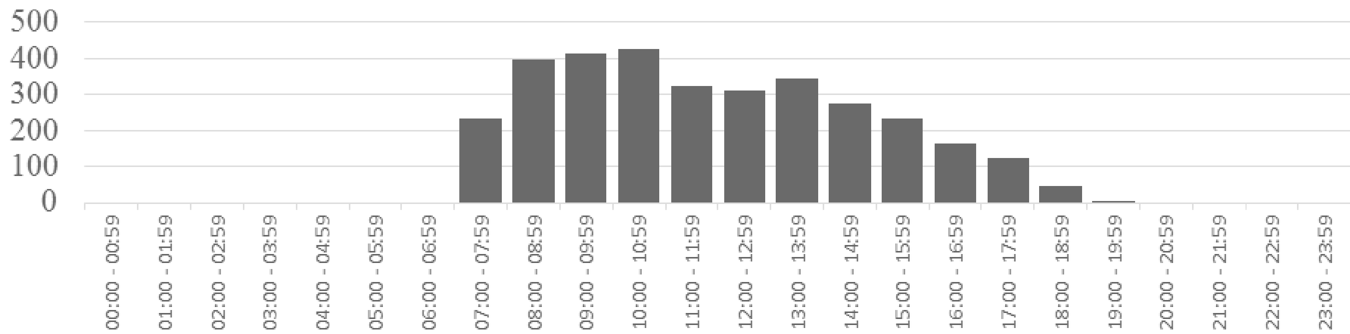

Рисунок 3. Количество входящих звонков за один рабочий день

В книге «Ритм, жизнь и творчество» Николай Пэрна утверждает, что у человека есть четкий недельный ритм физической, интеллектуальной активности и других явлений в организме [2]. Выделяются и другие ритмы, свойственные человеческому организму, в частности, месячный и годовой. Эти ритмы отмечались еще с древности. Вопросам существования связи семидневных ритмов с заболеваемостью и смертностью уделяли внимание и другие ученые. Так, Nicolau G. Y. утверждает, что недельный максимальный уровень сердечно-сосудистой смертности отмечается в понедельник, а минимальный – в четверг [6]. Таким образом, в показателях сердечно-сосудистой смертности отмечаются вариации в течение недели, а понедельник оказывается независимым кардиоваскулярным фактором риска для работающих людей.

Следовательно, можно утверждать, что биоритмы человека влияют и на распределение количества входящих звонков в медицинском Call-центре. Проанализировав данные можно установить, что характер колебаний объема вызовов является неравномерным. Пик активности пациентов call- центра приходится на начало недели, что подтверждает высказывания ученых. Помимо связи недельного цикла с распределением заболеваний, такое распределение звонков может быть обусловлено социальным фактором. Зачастую, люди, заболевшие в субботу или воскресенье, ждут понедельника и только тогда обращаются за медицинской помощью к врачу. Поэтому по понедельникам наблюдается увеличение количества звонков в медицинском Call-центре.

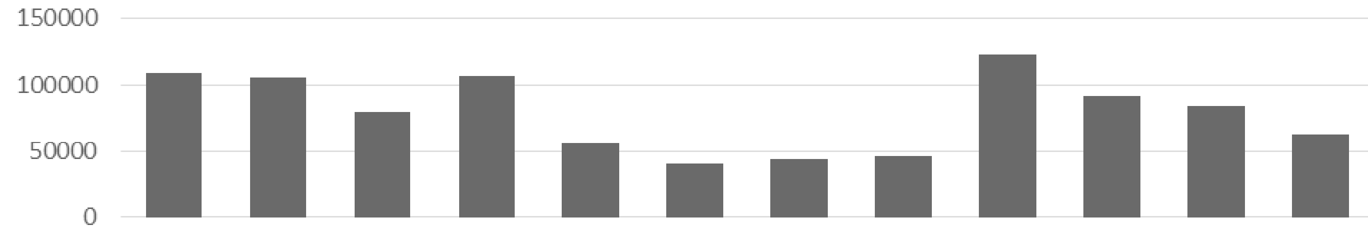

Рисунок 4. График заболеваемости гриппом и ОРВИ за год разбивкой по каждому месяцу

Так как основной функцией медицинского Call-центра является запись на прием к врачу, то сезонные колебания объема входящих звонков напрямую связаны с уровнем заболеваемости. Одной из самых частых причин записи на прием к врачу является заболевание гриппом и другими респираторными вирусными инфекциями. В следствии данных предположений было решено проанализировать имеется ли зависимость объема входящих звонков в медицинский Call-центр от количества пациентов, обратившихся за помощью в медицинские организации с симптомами гриппа и другими респираторными вирусными инфекциями. На рисунке 4 изображен график заболеваемости гриппом и ОРВИ за 2017 год с разбивкой по каждому месяцу.

Для того, чтобы проверить гипотезу о наличии зависимости между числом входящих звонков в Call-центр и числом пациентов с заболеваниями респираторно-вирусных инфекций необходимо рассчитать коэффициент корреляции. Наиболее широко известен коэффициент корреляции Пирсона.

Критерий корреляции Пирсона — это метод параметрической статистики, позволяющий определить наличие или отсутствие линейной связи между двумя количественными показателями, а также оценить ее тесноту и статистическую значимость [3]. Расчёт коэффициента корреляции Пирсона производится по следующей формуле:

$$r_{xy} = \frac{\Sigma(d_x \cdot d_y)}{\sqrt{(\Sigma d_x^2 \cdot \Sigma d_y^2)}}$$

Значение коэффициента корреляции Пирсона, рассчитанное по приведенной формуле для исходных данных, составило 0,51, что соответствует умеренной тесноте связи между количеством входящих звонков и количеством пациентов с ОРВИ. Это говорит о том, что для прогнозирования входящих звонков недостаточно учитывать одну статистику заболеваемости гриппом и ОРВИ, необходимо учитывать и другие факторы, которые могут влиять на активность звонков в Call-центре.

Для нормального функционирования любого Call-центра важна минимизация количества пропущенных звонков и этого можно достичь с помощью составления оптимального графика работы операторов. Очевидно, что потребность в операторах пропорциональна количеству входящих звонков, поступающих в единицу времени. Чем больше звонков поступает в Call-центр, тем больше потребность в операторах. Следовательно, для того чтобы определить потребность в операторах, необходимо максимально точно прогнозировать объем входящих звонков.

Для наиболее точной оценки объема входящих звонков в будущем необходимо подобрать метод прогноза. Методы прогнозирования существенно отличаются в зависимости от того является ли прогнозирование краткосрочным или среднесрочным. Прогнозирование входящего потока звонков можно отнести к краткосрочному прогнозированию, так как наиболее важно для нас построить прогноз на 1–2 момента времени. Традиционно для решения задачи прогнозирования используются регрессионные модели, однако за последние несколько десятилетий искусственные нейронные сети продемонстрировали превосходную производительность в задачах классификации и регрессии машинного обучения [4]. По сравнению с традиционными алгоритмами нейросетевой подход имеет ряд уникальных характеристик, в том числе:

- нелинейная аппроксимация сложных зависимостей,
- гибкость и универсальность,

что дает возможность применить их к более сложным моделям [5].

Задача прогнозирования методом нейронных сетей решается с помощью таких свойств, как обобщение и нахождение скрытых зависимостей между накопленными данными. В случае, если такая зависимость реально существует, и будущие значения могут быть предопределены предыдущими, нейронная сеть может найти такую зависимость и выполнить прогноз с определённой точностью [7].

Таким образом для решения задачи прогнозирования количества входящих звонков методом нейронных сетей необходимо создать электронную базу данных со статистикой звонков за последние несколько лет, статистикой заболеваемости и статистикой других причин, которые могут повлиять на активность пользователей.

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Section 3. Regional economy

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POLITICAL ECONOMY OF STATE FAILURE: CASE STUDY FOR THE MIDDLE EAST ARABIC COUNTRIES

Abstract: The main objective of the research is to configure Arabic countries of the Middle East from the standpoint of state sustainability with a focus on the concept of state failure that is eventually a policy concern. We are interested in differences between countries of the region, as well as where the sample fits in the world spectrum. Conclusions are based on analysis of a composite index – Fragile States Index. We discuss this approach to measuring state failure and provide conclusions for the targeted region.

Keywords: diversity, failed state, Fragile States Index, Middle East.

1. Introduction

This paper is a part of a series of papers, an objective of which is to configure the region of Western Asia in different political economy categories such as population, capital income, human development [6], economic globalization, trade, foreign direct investment [2], trust [5], rule of law, control of corruption [4], ethnicity, language, religion [3], democracy (upcoming publication) and other categories. At this research stage we analyze the diversity of the Arabic Middle East countries in terms of state fragility. For this purpose we use the Fragile States Index (FSI). With the help of a comparative analysis technique we analyze the diversity within the target region and show where it fits in the world spectrum.

We are interested in the concept of state failure because unsustainable, fragile, states are considered as a threat to the world security and sustainability. It was argued that a failed state posed three major challenges:

• challenge for its own citizens, deprived of the public goods that they expect from the state;

• challenge to the neighbors that might be caught up in any spillover effects, not least from the refugees;

• challenge to the international communities in still fate of the lawless space where crime and terrorism could flourish.

Reasonably interesting that after September 2001 (bombing of twin towers in New York) the Unites States government labeled failed states as the most powerful threats to American security. And the World Bank was right there to help establishing low income countries under stress programs. Thus, in order to tackle problems related to fragile states, there is the need to assess states' vulnerability to conflict or collapse, to identify pressures that are pushing the state towards the brink of failure. For this purpose different political economy categories are evaluated and included into special composite indices, such as the FSI.

Units of analysis. The Western Asian region significantly overlaps with the Middle East. The Middle East is a transcontinental region centered in Western

Asia and Egypt. We sampled Arabic Middle East countries out of the Western Asian region (13): Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestinian Territories, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates and Yemen. Thus, five countries of Western Asia were excluded from the sample (Armenia, Azerbaijan, Georgia, Israel and Turkey) and one Middle East country (Egypt) was added.

Variables. For the purpose of analysis we use a composite index – the Fragile States Index – compiled jointly by the Fund for Peace (United States) and the influential Foreign Policy magazine.

Methodology of the research. Comparative analysis technique as a methodology of the research has been used. We begin with ranking the data of all the world economies in ascending order. This way we may see how countries are located in the world on a chosen criterion. Then we place our target region – Arabic Middle East countries – along the world spectrum. Then we describe whether the countries of the target region are at the top, middle, bottom or scattered randomly; whether they are similar or clustered, or diverge radically. Finally, we comment on findings.

Current research contributes to the literature by conducting the study on diversity of the Arabic part of Western Asian region plus Egypt in terms of state fragility using a composite index that comprise economic, social, political and military indicators. We report first results and encourage further investigation of the region from the standpoint of other political economy categories.

2. The concept of the state failure

2.1 In the search of consensus

The current fixation with state failure dates from the end of the Cold War and the disintegration of the Soviet Union, and problems at the same time in Haiti, Somalia, Sudan, Liberia and Cambodia.

There is no real consensus on the definition of a "failed state" because the nature of indicators used to measure state failure is subjective, so this leads to an ambiguous understanding of the term [21]. Different authors focus on different political economy categories. Such, for instance, focus on the effectiveness of the government to determine if a state is failed or not [23], focus on the legitimacy of the state [15], on the nature of the state [14], on the growth of criminal violence in a state [25], on the economic extractive institutions [1] or on the states' capacity to control its territory [26]. As part of the debate about the state failure definition, Rotberg defines failed states "when they are consumed by internal violence and cease delivering positive political goods to their inhabitants" [25]. The primary public good is the provision of security within a territory. Once this good is provided, a number of other goods can evolve, such as, for example, dispute settlement, the rule of law, political participation, education and health care. Consequently, violence is idiosyncratic for "failed states". Other indicators would be a predatory government, loss of control over territory, criminal violence, lack of medical and educational services, declining GDP per capita, etc. [20]. Thus, the state is generally measured on the basis of three core functions: representation, security and a concern for welfare of its population [19].

One of the main contributions to the theorization of the "failed state" is the "gap framework" suggested by Call [7]. This framework unpacks the concept of "state failure" focusing on three gaps that the state is not able to provide when it is in the process of failure:

- capacity, when state institutions lack the ability to effectively deliver basic goods and services to its population;
- security, when the state is unable to provide security to its population under the threat of armed groups;
- legitimacy, when a "significant portion of its political elites and society reject the rules regulating power and the accumulation and distribution of wealth" [8].

In the "gap framework", instead of attempting to quantify the degree of failure of a state, the author provides a three-dimensional scope, useful to analyze the interaction between the government and the society in a more analytical way. Call doesn't necessarily suggest that states that suffer from the challenges of the three gaps should be identified as failed states. Instead, he presents the gap idea as an alternative to the state failure concept as a whole [8].

Regarding to the subject of our analysis, the Fund for Peace's Fragile States Index underlines the democratic character of state institutions in order to determine its level of failure.

2.2 Fragile States Index: methodology and criticism

The Fragile States Index (FSI) aims to measure states' vulnerability in pre-conflict, active conflict and post-conflict situations and to access the vulnerability of states to collapse. The FSI is an annual ranking of 178 countries that was first published in 2005. It is a composite index comprised of 12 indicators, with on average 14 separate elements in each. Indicators are grouped in categories [11]:

(1) cohesion indicators: security apparatus, factionalized elites, group grievance;

(2) economic indicators: economic decline, uneven economic development, human flight and brain drain;

(3) political indicator: state legitimacy, public services, human rights and rule of law;

(4) social and cross-cutting indicators: demographic pressures, refugees and internally displaced persons, external intervention.

Each indicator is scored on a scale of 0 to 10, with 0 being the lowest intensity (most stable) and 10 being the highest intensity (least stable), creating a scale spanning 0–120. There is information about 10-least- and 10-most failed states in the world in Table 1. As a result of assessment, the states are ranked on a spectrum of categories labeled sustainable, stable, warning and alert.

Table 1. – 10-least and 10-most failed states in the world, 2017

Rank	Most fragile states	Score	Least fragile states	Score
1.	South Sudan	113.9	Finland	18.7
2.	Somalia	113.4	Norway	20.5
3.	Central African Republic	112.6	Switzerland	21.1
4.	Yemen	111.1	Denmark	21.5
5.	Sudan	110.6	Sweden	22.1
6.	Syria	110.6	Australia	22.3
7.	Congo Democratic Republic	110.0	Ireland	22.3
8.	Chad	109.4	Iceland	22.5
9.	Afghanistan	107.3	Canada	22.6
10.	Iraq	105.4	New Zealand	22.6

Source: constructed based on the Fund for Peace Data [10]

The FSI is based on the Fund for Peace's proprietary Conflict Assessment System Tool (CAST) developed in the 1990s as a framework for policymakers and field practitioners to be able to better understand and measure conflict drivers and dynamics in complex environments [12]. The compilers of the index inform us that it is constructed by data mining, searching millions of documents using sophisticated computers to quote the results.

There are several *critical* remarks that we can make about the FSI.

The first remark is based upon the source of the millions of documents (the BBC, CIA, CNN, New York Times, World Bank, World Health

Organization, National Public Radio, etc.). They are all English language, British or American sources. Analyzing millions of documents might remove the danger of systematic bias, but not when the selection of sources is itself biased.

The second remark concerns to data mining used in the Fund for Peace assessment methodology. Data mining is a useful technique involving the searching and analysis of vast quantities of data, to detect rather unexpected relationships and "hot spots" for further research. Nevertheless, the use of data mining is controversial in compiling indexes, where everything is reduced to a single point (one number).

The third remark regards the absence of consensus, what a failed state is. Indeed, is it measured in terms of sovereignty (the state is failed when it can't control the presence of troops or insurgents)? Or is it measured by the ability of the state to fulfill its functions in the provision of public goods?

The Failed States Index solves this problem by incorporating the variety of all dimensions. However, solving this problem, it creates another. Thereupon, there is the forth remark – the FSI is immensely cluttered. Some of the elements of the index could be seen as consequences of failure. For example, refugees, out migration, external intervention that reduce state legitimacy. So, what are the reasons of state failure and what are the consequences? Causal relationships are not taken into account while compiling the index. In the view of Griffiths [13], at least 3 and possibly 5 of the 12 components are actually derivatives of poverty. But being poor doesn't automatically lead to state failure. This problem limits the ability of the index to assess, predict and prevent state failure.

Quite important that the association with terrorism and other transnational threats is inherent to the concept of the state failure, so failed states are sometimes described as incubators for international terrorism [17; 18; 22]. Besides, some authors criticize the concept of state failure for reflecting a Western bias of what constitutes a sustainable, successful state [7].

We should admit that criticism is always applicable for the methodology of composite indices. All of them have weaknesses by its subjective nature and objective impossibility to take into account highly complex socio-economic and political processes, and to compress them down to a single number. Nevertheless, it is quite interesting from the academic standpoint to analyze practical application of the concept of state failure making comparisons between countries and regions, because pressures on a fragile state may have serious consequences not only for the country itself but also for its neighbors and other countries of the world. We hypothesize that the Fragile States Index allows conducting comparative analysis at least in the first approximation.

3 Configuring Arabic countries of the Middle East in terms of state fragility

3.1 Data and visualization

In this section we examine the diversity of Arabic countries of the Middle East in terms of state sustainability/fragility. For this purpose we use data on the Fragility State Index provided by the Fund for Peace (countries with index values are in Table 2). We would remind that the higher the score, the more failed is the state. The states are ranked on a spectrum: sustainable, stable, warning or alert, with subdivisions.

Table 2. – Fragile States Indexes for the Arabic countries of the Middle East

Country	FSI score	World rank	Regional rank	Category	Overall trend, 2006–2017
1	*2*	*3*	*4*	*5*	*6*
Yemen	111.1	4	1	very high alert	worsening
Syria	110.6	5	2	very high alert	worsening
Iraq	105.4	10	3	high alert	improvement

1	**2**	**3**	*4*	**5**	*6*
Egypt	89.8	36	4	high warning	worsening
Lebanon	88.2	43	5	high warning	worsening
Jordan	78.7	71	6	warning	improvement
Saudi Arabia	71.2	101	7	warning	improvement
Bahrain	64.9	118	8	low warning	worsening
Kuwait	58.5	126	9	less stable	improvement
Oman	52.5	133	10	less stable	improvement
Qatar	44	146	11	stable	improvement
UAE	43.7	147	12	stable	improvement
Palestine	–	–	–	–	–
(Israel and WB)	78.9	69	–	warning	worsening

Note: There is no data on Palestine. On our observations, from year to year the data on Palestine is becoming more and more scarce. In different data bases the Palestine is not mentioned as a state, in others it is mentioned as "Palestinian territories" or "West Bank and Gaza", or "West Bank". The first time we can observe in the data set of the Fund for Peace the total absence of Palestinian territories and its attribution to Israel. It is mentioned as "Israel and West Bank". For this reason, unfortunately, we can't find possible to decouple data for the Palestine. This is one more critical remark to the index compilers.

Source: constructed based on the Fund for Peace Data & Country Dashboard [9; 10]

We observe that the majority of countries of the Arabic Middle East belong in the "warning' and "alert" categories. The most fragile state in the region is Yemen, and relatively the most stable is United Arab Emirates (Figure 1).

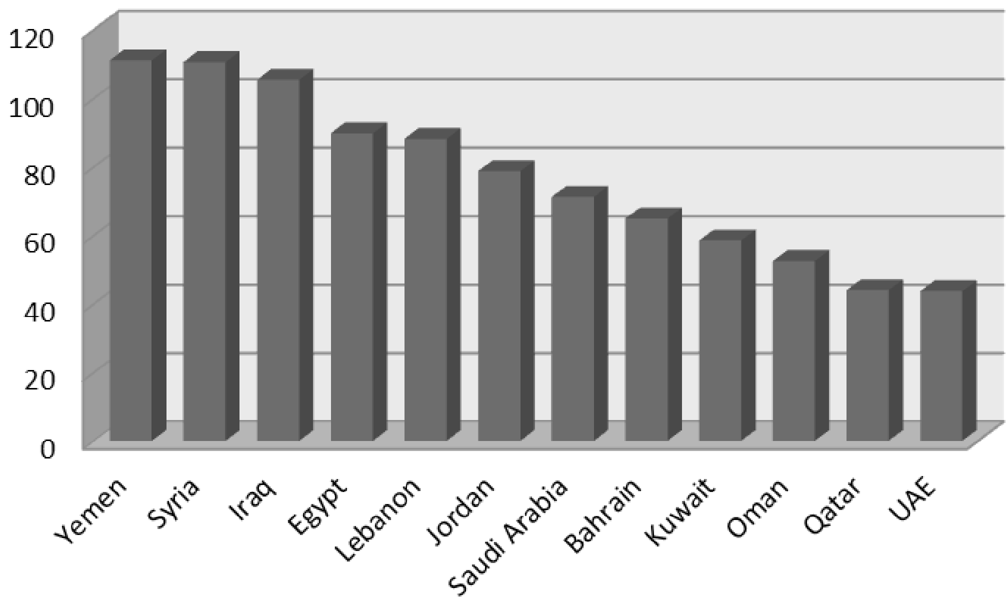


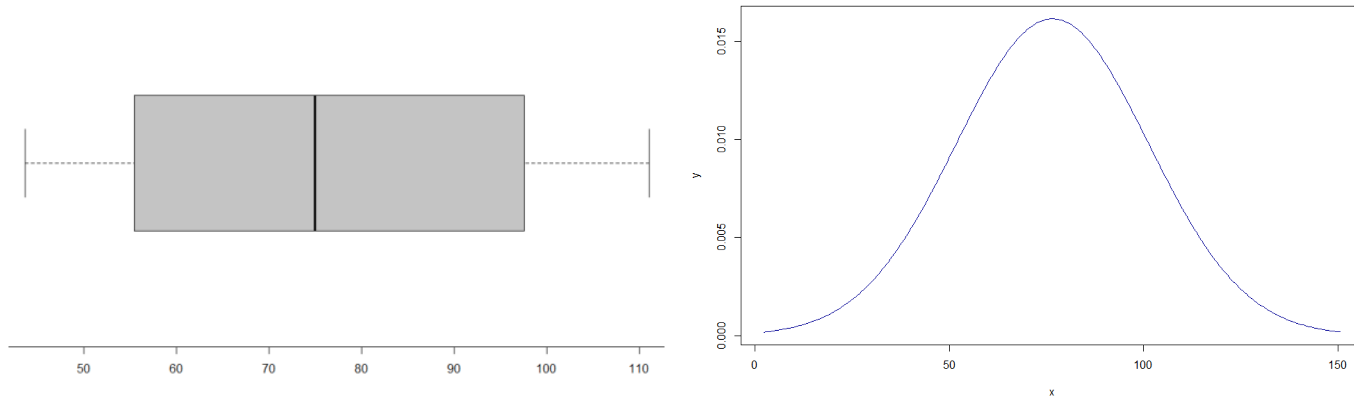
Figure 1. Distribution of countries of the Arabic Middle East by the FSI, 2017

Source: constructed based on data of the Fund for Peace [10]

3.2 Regional analysis

In the regional context our countries diverge radically which is approved by the computations in R-Studio and graphical analysis (Figure 2).

The box plot and the normal distribution curve in (Figure 2) as well as computations in R-Studio show that the distribution of countries has an insignificant positive skew (minus 0.1 Skewness less than 0.25 is considered insignificant). The median value (74.95) is a slightly lower than the mean value (76.55). The Gauss function indicates that the distribution of countries in the region is close to symmetric. Variation coefficient is close to 33% and means that the sample data is heterogeneous (diverse). Kurtosis is large and negative (platycurtic) with the value minus 1.6, which indicates that the distribution of countries doesn't correspond to normal distribution (the probability mass is concentrated in the tails of the distribution and there is not a core of values in the data sample). It approves of the fact that our countries diverge radically within the region. The leader in the region by fragility criteria is UAE, while Yemen has the worst index value. The FSI value for Jordan is the closest to the regional average.



Boxplot | Gauss function

Figure 2. Regional distribution of the countries of Arabic Middle East by the FSI

Source: constructed by the author in R-Studio (R-script is in Appendix)

3.3 Analysis of the targeted region in the world spectrum

The index is expressed in a range of 0 to 120, the best performances being minimum value, the worst maximum. Data is available for 178 countries, so the deciles have 18 each, except for the tenth, which has 16 countries. The outcomes are in (Table 3).

In the world context Arabic Middle East countries scatter randomly along the world spectrum by the FSI (Table 3). In the top (best) we observe UAE and Qatar in the 2^{nd} decile, followed by Oman and Kuwait in the 3^{rd} decile, Bahrain in the 4^{th} decile, Saudi Arabia in the 5^{th} decile, Jordan in the 6^{th} decile, Lebanon and Egypt in the 8^{th} and, finally, Iraq, Syria and Yemen in the bottom of the world spectrum.

We observe a cluster of oil-rich countries in the top deciles. To the point, these four countries – UAE, Qatar, Kuwait and Oman – belong to the 20 richest countries in the world in per capita GDP. Governments of these countries have financial resources for provision public goods and services; there are no armed conflicts. Undoubtedly, these factors serve countries' sustainability and explain high (good) position in the world spectrum of states fragility. Though, currently there is a warning situation for Qatar economic and political relations in the region. It is connected with the fact that Qatar has collaborative projects with Iran. This collaboration is not supported by UAE, Bahrain, Saudi Arabia and Egypt, and these countries had an intention to interfere into Qatar for the purpose of the political upheaval. But timely intervention of Turkey helped to avoid the military conflict. The economic and political blockade of Qatar by neighboring countries might worsen the sustainability of the state anytime soon.

Table 3. – Distribution of targeted countries in the world spectrum in terms of the state fragility

Decile	Index values	Countries
1.	(0; 32.5]	
2.	(32.5–44.7]	UAE, Qatar
3.	(44.7–59.4]	Oman, Kuwait
4.	(59.4–70.0]	Bahrain
5.	(70.0–74.2]	Saudi Arabia
6.	(74.2–78.7]	Jordan
7.	(78.7–84.8]	
8.	(84.8–90.5]	Lebanon, Egypt
9.	(90.5–98.9]	
10.	(98.9–113.9]	Iraq, Syria, Yemen

Source: author's computations based on the Fund for Peace Data [10]

Oil-rich Kuwait and Oman have no internal and external conflicts; there is one religion confession (Sunnis). Even though these countries are categorized as "less stable" we expect improvement of states' sustainability. Bahrain is richer with oil and has better level of life in comparison with Oman. However, the position of Bahrain in the world spectrum worsened. The country is on the verge of the civil war. The Shiite religion confession is in opposition to the central government, and they are supported by Iran, while central government is supported by Saudi Arabia. The growing tension in the society leads the country to instability.

Noteworthy, Saudi Arabia belongs to the 20 richest countries in the world in per capita GDP. Nevertheless, currently the country is in the "warning" category" because its economic performance worsened, and the country is involved in several military conflicts. As we mentioned above, limitation of economic relations with Qatar had its negative impact on Saudi Arabia's economy too. Also Saudi Arabia is the leading member of the military alliance against Shiite military rebellion Houthi (Sa'dah War) in Yemen, and the alliance supports Yemeni government with financial resources and armament. Additionally, Saudi Arabia supports financially the opposition in Syria. What is more, recently the President of the USA D. Trump visited Saudi Arabia, and they negotiated trade-economic and engineering contracts worth more than $400 billion. The mechanism of the transfer of "petrodollars" from Saudi Arabia to the USA via economic and engineering projects is clearly described by Perkins [24]. All these factors dramatically worsen the sustainability of Saudi Arabia as a state and bring it to the category of "warning" countries in terms of fragility.

The position of Jordan belongs in the "warning" category mostly because of the great refugee problem, which is the old problem in time. This small deserted country has already adopted refugees from Palestine, Iraq, Syria and other countries convulsed with wars and civil conflicts. We find this situation extremely dangerous for the sustainability of Jordan as a state. It is worth mentioning that Jordan is in the top of the list of the most water scarce world countries. The country is dependent on food and agricultural products import, the quality of which is also not satisfactory (It is possible to observe that the market is filled with genetically modified products and products containing high levels of chemicals; institutions for certification and quality control of products have not received proper development. This is a warning negative factor that adversely affects the genetic fund of the nation. With unaided eye one may see the food products on the market forbidden in the markets of countries with stronger government institutions). Moreover, the population of Jordan is mostly young and growing. The projections show that the population of Jordan will increase by 2023 [6]. Certainly, it will lead to the greater problem of unemployment which is already high in the country. Refugees settle down, demand for job places as well as they already consume public goods and services which decreases the welfare of indigenous Jordanian people. What is more, as history lessons teach us, many refugees, like for example, from Palestine, they don't associate themselves with Jordan. The vast majority of them emphasizes their belonging to another state but at the same time consume natural and economic resources and social benefits of Jordan. The situation with refugees in Jordan is not even warning, it is alerting (!). Government bodies and decision-makers of all levels must react properly in order to protect the stability of the country, not to admit migration flows into the country so as in the nearest future not to get tense social situations or even a civil war and to save the sovereignty of the state.

Lebanon and Egypt are at the bottom of the world spectrum of states fragility. In the previous research of the author [3] it was discovered that Lebanon is the most diversified in the region in terms of religion. There are several creeds of Muslim religion and several creeds of Christianity. This religious diversity has been recently used as an instrument to enkindle civil war in the country and destabilize it. The country was nearly destroyed in the war with Israel in 2006 and is still unstable. In highly populated and poor with natural resources Egypt there is a puppet government which does not represent the interests of the citizens and serves the interest of foreign actors as well as Israel. Undeniably, these facts push the country to instability, and we may classify it as a fragile state of a "high warning" category.

Iraq as a country was dramatically destroyed in the war after the foreign military intervention and the murder of its political leader Saddam Hussein. Interestingly, in 2014 the International Energy Agency reported that Iraq's oil output jumped extremely, and that the country hadn't pumped that much oil since 1979, when Saddam Hussein rose to power [16]. Unsurprisingly, while the oil is being pumped by foreign corporations and agencies, the Iraqi population suffers from problems of all kinds: water, sanitation, housing, infrastructure, food and agriculture, etc.

Syria and Yemen are obvious candidates of the most fragile countries for the decade. These countries are in the "very high alert" category since they experience cycles of conflicts and violence, leading to weak governance, external intervention and dramatic worsening of the people's lives.

4. Conclusions

Since the world stopped being bipolar, after the collapse of the USSR in 1991, a number of states have erupted into mass violence stemming from internal conflict. Nowadays failed states are considered as a threat to the world security and sustainability.

Although state failure has been studied for decades by numerous scholars, it remains a contested concept vulnerable to political, ideological and economical agendas. Some authors attempt to abandon the concept of state failure altogether; as, they argue, it promotes an unclear understanding of what state failure means [8]. Anyway, this concept exists and is used by supranational bodies to compile indices allowing determination fragile states.

In order to determine a state's fragility it is generally measured on the basis of three core functions: representation, security and a concern for welfare of its population.

The Fragile States Index aims to measure the vulnerability of states to collapse. As a result of assessment the states are ranked on a spectrum of categories labeled sustainable, stable, warning and alert.

There are several critical remarks about the FSI: the absence of consensus what a failed state is; the selection of sources is biased; data mining is controversial in compiling indexes where everything is reduced to a single number; the index is immensely cluttered; the concept of state failure reflects a Western bias of what constitutes a sustainable state.

We should admit that criticism is always applicable for the methodology of composite indices. All of them have weaknesses by its subjective nature and objective impossibility to take into account highly complex socio-economic and political processes, and to compress them down to a single number.

In this research article we were interested in practical application of the concept of state failure from the academic standpoint. We hypothesized that the

Fragile States Index allowed conducting comparative analysis at least in the first approximation. We found out that if the definition of a state failure is mostly grounded on the fact of civil conflicts and wars, then, as a consequence, a country will have all kinds of other social, economic, political and military problems. Logically, it will lead to the fragility of the state. Thus, the FSI allows getting the results in the first approximation. Though the FSI doesn't predict turmoil, it does provide early warning of the conditions that can likely give rise to instability.

We conducted comparative analysis of the Arabic countries of the Middle East by the fragility criteria. We analyzed how countries are located in the world on a chosen criterion as well as conducted regional analysis.

In the regional context our countries diverge radically. The leader in the region by fragility criteria is UAE, while Yemen has the worst index value. The FSI value for Jordan is the closest to the regional average.

In the world context Arabic Middle East countries scatter randomly along the world spectrum by the FSI. In the top (best) we observe UAE and Qatar in the 2nd decile, followed by Oman and Kuwait in the 3rd decile, Bahrain in the 4th decile, Saudi Arabia in the 5th decile, Jordan in the 6th decile, Lebanon and Egypt in the 8th and, finally, Iraq, Syria and Yemen in the bottom of the world spectrum. We found out that obvious candidates to the fragile countries are countries that experience cycles of conflicts and violence for decades, leading to weak governance, external intervention and dramatic worsening of the people's lives.

Also worthy of attention is the existence of a causal link between homogeneity of a society (especially in terms of religion, language and ethnicity) and the level of trust that, in its turn, is linked to a state's sustainability or fragility. Which way?

There is a track leading from homogeneity in a society to levels of trust, from levels of trust to the quality of governance, and from the quality of governance to economic growth and prosperity. There is a hypothesis that the more homogeneous a country in terms of ethno-linguistic and religion fragmentation as well as income equality, the higher is likely to be the level of trust in a society (for example, high income Kuwait and unstable Iraq are in the same top trust decile [5]). Furthermore, in a high trust society non-group members may act in the belief that they will act in the interest of a society as a whole, which is a factor of the good governance. The good governance leads to better economic performance and better provision of public good and services that are the determinants of a sustainable state.

In the article we described current trends, mentioned problems of heterogeneous societies and refugee problem in the region. We suggest that policy makers and practitioners should be mindful of the current trends in the region so that prevent further instability and to recognize that if a shock of some variety is to occur (for instance, natural disaster, economic recession, local violence, etc.) it may have ominous consequences given the pre-existing conditions of fragility.

APPENDIX: R-SCRIPT

```
# R-script for Figure 2
install.packages ("psych")
library ("psych")
# Fragility States Index
fsi<-c (111.1,110.6,105.4,89.8,88.2,78.7,71.2,64
.9,58.5,52.5,44,43.7)
boxplot (fsi, horizontal=TRUE, col="grey")
summary (fsi)
describe (fsi)
# R-script for Figure 3
mu<-mean (fsi)
mu
median (fsi)
sd<-sd (fsi)
sd
mu+3*sd
mu-3*sd
x<-seq (2.463693,150.6363, by=0.5)
```

```
y<-dnorm (x, mean=mu, sd=sd)
plot (x, y, type="l", col="dark blue")
# Variation coefficient
variation<-sd/mu
variation
# End of R-script
```

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Section 4. Finance

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DEVELOPMENT AND PROBLEMS OF ALBANIAN INSURANCE INDUSTRY

Abstract: The insurance market is a very important part of the financial system. The insurance industry as a young age industry in the Albanian economy has made a lot of progress. The purpose of this paper is to present us with the problems associated with the insurance market in Albania. The beginnings of the challenges of the liberalization of the insurance market began in 1992, but only in 1996 the necessary legal infrastructure was created for the establishment and functioning of this market. Being a developing market, its performance has also grown steadily.There are currently 9 insurance companies licensed by the Insurance Supervision Authority (ISA), now the Financial Supervisory Authority (FSA). Albania has the smallest insurance market in the region (without stopping in Europe). During January – May 2017 the insurance market experienced an increase by 10.98% compared to January – May 2016 The number of insurance policies indicate an increase 17.63% compared to January – May 2016. The number of Non-Life insurance policies indicate an increase 9.36% more than January – May 2016. The development of the economy, the introduction of foreign investors, and the increase of citizens' awareness are considered as key factors in the further development of this market.

Keywords: Insurance market, ISA, FSA.

Introduction

Security is a global concept that has worked as long as human existence. The first written security policy came into effect in ancient times in an obelisk monument of Babylon that had the code of King Hamurabi engraved in it. "Hamurabi Code" was one of the most important forms of written laws in the world. These ancient laws were extreme in nature and in many respects, but presented basic security coverage in the sense that the debtor should not pay his loans if he experiences a great personal disaster that makes it impossible, for example. invalidity, death, flood, etc. [1]. The main insurance business started in Europe and developed after the industrial revolution. In America, the development of the insurance industry was sluggish. The creation of insurance in America required more than 100 years during which it was matured both in practice and in policies that developed during the same period in Europe [1]. The beginnings of the challenges of the liberalization of the insurance market began in 1992, but only in 1996 the necessary legal infrastructure was created for the establishment and functioning of this market.The insurance industry as a young age industry in the Albanian economy has made a lot of progress.

Overview of Albania

Albania is a country in Southern and Southeastern Europe. It spans 28,748 square kilometres (11,100 square miles) and had a total population of 3 million people as of 2016. Albania is a unitary parliamentary constitutional republic with the capital in Tirana, the country's most populous city and main economic and commercial centre, followed by Durrës. The country's other major cities include Vlorë, Sarandë, Shkodër, Berat, Korçë, Gjirokastër and Fier. Albania occupies the southwestern portion of the Balkan Peninsula, bordered by Montenegro to the northwest, Kosovo to the northeast, the Republic of Macedonia to the east, and Greece to the south and southeast. The country features notable diversity with the landscape ranging from the Albanian Alps in the north, Korab Mountains in the east, Ceraunian Mountains in the south and Skanderbeg Mountains in the center.It has a coastline on the northern shore of the Mediterranean Sea; the Adriatic Sea to the west and the Ionian Sea to the southwest, forming the Albanian Riviera.Albania is a democratic and developing country with an upper-middle income economy. The service sector dominates the country's economy, followed by the industrial and agriculture sector.Following the collapse of communism in 1990, Albania went through a process of transition from a centralized economy to a market-based economy.Albania has a high Human Development Index and is ranked thirty-seventh in the world for life expectancy. It provides universal health care and free primary and secondary education to its citizens.Albania is a member of the United Nations, World Bank, UNESCO, NATO, WTO, CoE, OSCE and OIC. It is also an official candidate for membership in the European Union.Furthermore, Albania is one of the founding members of the Energy Community, including the Organization of the Black Sea Economic Cooperation, and Union for the Mediterranean.

Literature review

Researchers around the world have attempted to define the insurance concept. [2; 3, 7016–7023] defines insurance as an element designed to protect the financial well-being of an individual, company or other entity in the event of a sudden loss. According to him, some forms of insurance are required by law, while others are optional. [4]says that insurance is a complex issue that includes the economic and social aspect to address the risks to life and property. It is social because it represents the cooperation of different individuals for mutual benefits by working together to reduce the consequences of similar risks and is economical because it has direct connection to the financial well-being of the parties involved. Moreover, [3] and [5, 104–179.]consider insurance to refer to an economic institution that allows the transfer of financial risk from an individual to a group of individuals through a contract between the two participating parties. [6] argued that apart from insurance included transferring the risk from one individual to another, dividing losses on an equal basis among all members of the group. [7] defines insurance as a resource gathering activity together to pay compensation to the insured or to provide for the occurrence of a particular event in exchange for a periodic review known as a reward. An insurance contract is usually verified by a document called the insurance policy which is signed by the insurer and its agent. Insurance companies help buyers organize their risk. Moreover, insurance companies create value by accumulating and distributing different types of risk.

Summary about insurance industry in Albania

The beginnings of the challenges of the liberalization of the insurance market began in 1992, but only in 1996 the necessary legal infrastructure was created for the establishment and functioning of this market. The insurance industry as a young age industry in the Albanian economy has made a lot of progress.. Being a developing market, its performance has also grown steadily.There are currently 9 insurance companies licensed by the Insurance Supervision Authority (ISA), now the Financial Supervisory Authority (FSA).

Table 1. – Insurance company in Albania

SIGAL–LIFE Uniqa Group Austria
SiCRED
SIGMA INTERALBANIAN Vienna Insurance Group
SIGAL Uniqa Group Austria
ATLANTIK
INTERSIG Vienna Insurance Group
ALBSIG
EUROSIG
ANSIG
INSIG

Source: [8].

Insurance classes according to Albanian insurance legislation

1. Accident insurance includes industrial injury and occupational diseases.

2. Illness insurance covers fixed financial income from health disability as well as reimbursement of hospital treatment expenses.

3. The provision of ground vehicles (other than those that move on rails) covers damages or losses from motor ground vehicles and non-motorized land vehicles.

4. The provision of rolling stock on rails covers damages or losses from rolling stock on rails.

5. Aircraft insurance covers damages or losses incurred by aircraft.

6. Ship insurance covers damages or losses incurred by river and canal ships; lake ships; marine ships. 7. Insurance of goods in transport (including goods, luggage and all other types of items) covers all damages or loss of goods during transport or baggage, regardless of the mode of transport.

8. Fire and Forensic Protection covers damage to or loss of items other than those included in items 3–7 caused by: fires, explosions, storms, forces of nature, nuclear energy, landslides.

9. Provision of other property damage covers all damages or losses on property (other than those included in points 3–7) when the damage is caused by hail or frost and any such events, such as theft, of various from those mentioned in point 8.

10. Ensuring civil liability for the use of vehicles covers all responsibilities arising from the use of vehicles on land (including carrier responsibilities).

11. Civil liability insurance from the use of aircraft covers all responsibilities arising from the use of aircraft (including carrier responsibilities).

12. Civil liability insurance for ships (seas, lakes, rivers, and canals) covers all responsibilities arising from the use of ships or boats (small vessels) that sail to seas, lakes, rivers and navigation channels (including carrier responsibilities).

13. General civil liability insurance covers all responsibilities other than those mentioned in points 10–12.

14. Credit insurance covers the risk of non-payment due to insolvency, export credits, installment loans, mortgage loans, agricultural loans.

15. The provision of guarantees covers both direct and indirect warranties16. The provision of various financial losses covers financial losses incurred as a result of: employment risk, inadequacy of income, bad weather, loss of income, unforeseen general expenses, unforeseen trading expenses, loss of value in market, lease or income loss, loss from trading, other financial losses.

17. The provision of legal protection covers the costs for legal and judicial services.

18. Assistance in providing assistance to persons with disabilities during travel or at other times of distance from the home or permanent residence.

19. Life insurance – death covers survival insurance up to a certain age, death insurance, survival insurance up to a certain age or premature death, life insurance with return of premiums.

20. Wedding-birth insurance covers the expenses associated with marriage or childbirth.

21. Life insurance linked to investment funds covers life insurance linked to shares in investment funds where the insured assumes the risk of invest-

ing in relation to the value of the shares or other securities of value.

22. Provision of collective fund management covers the provision of unified individuals for the purposes of capitalization of their contributions and the distribution of assets in relation to the accumulated funds between persons who have reached a certain age or between insurance beneficiaries, in case of death of certain persons.

23. The provision of payment funds covers life insurance based on actuarial calculations, in which, in exchange for a single or periodically agreed payment, the insured is indemnified for the specified period and the respective amount.

Main developments in insurance industry

During January – May 2017 the insurance market experienced an increase by 10.98% compared to January – May 2016. Gross insurance premiums amount to ALL 6,093,468 thousand, increasing by ALL 602,896 thousand.

The number of insurance policies reached 455,791 which indicate an increase 17.63% compared to January – May 2016.

Gross insurance premiums in Non-Life insurance business reached the value of ALL 5,634,936 thousand, which indicate an increase by 11.04% compared with January – May 2016.

The number of Non-Life insurance policies reached 378,264 which are 9.36% more than January – May 2016.

Gross insurance premiums in Life insurance business reached the value of ALL 456,976 thousand, which indicate a increase 15.34% compared to January – May 2016.

The number of Life insurance policies reached 77,523 which indicate an increase by 86.41% compared to January – May 2016.

During January – May 2017, the paid claims are in the amount of 2,353,637 thousand, or 59.76% more than January – May 2016.

In January – May 2017, there is a increase of 8,120 in the number of paid claims, which reached the number of 21,481 paid claims. The Non-Life insurers paid 20,711 claims and Life insurers paid 770 claims.

The development of the economy, the introduction of foreign investors, and the increase of citizens' awareness are considered as key factors in the further development of this market.

Conclusion

• Insurance is a complex issue that includes the economic and social aspect to address the risks to life and property.

• The beginnings of the challenges of the liberalization of the insurance market began in 1992, but only in 1996 the necessary legal infrastructure was created for the establishment and functioning of this market.

• The insurance industry as a young age industry in the Albanian economy has made a lot of progress.

• There are currently 9 insurance companies licensed by the Insurance Supervision Authority (ISA), now the Financial Supervisory Authority (FSA).

• There are twentythree insurance classes according to Albanian insurance legislation

• During January – May 2017 the insurance market experienced an increase by 10.98% compared to January – May 2016.

• During January – May 2017, the paid claims are in the amount of 2,353,637 thousand, or 59.76% more than January – May 2016.

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GOVERNMENT REGULATION OF FINANCIAL MARKET UKRAINE IN TERMS OF EUROPEAN INTEGRATION

Abstract: The article specifies the basic concepts and discusses the current state and prospects of development of the Ukraine financial market. The author analysis the structure and features of state market's regulation in the terms of European integration and eliminate the negative effects of the crisis. She argues the need to strengthen the regulatory and supervisory functions of the state to improve the efficiency of the financial market and improve his regulatory framework, taking into account the impact of financial liberalization on the development of the domestic financial market.

Keywords: financial market, government regulation, European integration.

1. Introduction

Interstate territorial system regulation and supervision, which is more than three centuries of influence on political life, now gives way to another reality, where geographical boundaries of the increasingly blurred logic of regional and global markets. Expansion of cooperation after the entry into force of the Association Agreement between Ukraine and the EU (the Agreement) is also added requirements for financial liberalization – the liberalization of current payments and freedom of movement of capital, the abolition of restrictions on the movement of capital, further liberalization of payments [6]. These conditions significantly transformed the role of the state, new features it varies regulatory policy, formed a kind of symbiosis between state and market regulation.

The aim of the study The article aims to study the characteristics of state regulation of the financial market of Ukraine in terms of European integration.

Analysis of recent research and publications Theoretical and practical aspects of state regulation of the financial market, its economic nature, role, functions and structuring, the effect of financial instruments in the market economy, particularly in terms of macroeconomic instability, investigated a number of domestic and foreign scientists such as A. Baranovsky, B. Born, V. Bazylevych, V. Geyets, G. Dmitrenko, J. Keynes, T. Campbell, O. Ivanytska, M. Kondratiev, M. Krupka, S. Lobozynska, I. Mykhasyuk, J. Mirkin, V. Mishchenko, A. Mozgovy, S. Naumenkova, N. Stukalo, J. Stieglitz, M. Taylor, B. Unynets-Khodakivska A. Chukhno, W. Sharp, W. Sheludko, I. Shkolnik and others. Some issues of state regulation of the financial market with European and domestic experience are particularly in [3; 7; 15 and 16].

2. Results

Financial market – this is sphere of market relations, where a supply and demand for all cash resources and movement of capital investments and redistribution of capital between lenders and borrowers through intermediaries happens. In practice – a set of credit institutions (financial and credit institutions) that direct the flow of funds from the owners to the borrowers and vice versa. The process of accumulation and allocation of financial resources, carried out the financial system, directly linked to the functioning of financial markets and of financial institutions.

The financial system of Ukraine and its financial credit institutions (FCI) are still feeling the impact of the negative effects of the financial crisis. That is why for them has the following main problems: a low level of capitalization, poor quality and lack of variety of financial services, reducing the ratio between long-term deposits and loans, reducing the resource base, increase interest rates on loans, lack of transparency and the system of protection of investors, creditors, FCI other clients, lack of effective and efficient risk management, improper state regulation, monitoring and support of others.

The banks play today leading role among all FCI in Ukraine. This is confirmed by the dynamics of the main indicators of the banking system of Ukraine, the ratio of assets and the value of loans to GDP (Table 1).

Table 1. – Main indicators of banks in the financial market of Ukraine

Indicator	01.01.12	01.01.13	01.01.14	01.01.15
GDP, billion UAH	1302.1	1411.2	1454.9	1405.9
Assets of banks, billion UAH	1054.3	1127.2	1278.1	1316.8
The ratio of bank assets to GDP,%	81.0	79.9	87.8	93.7
Assets of non-banking financial – credit institutions, billion UAH	82.4	103.0	120.5	140.8
The ratio of bank assets to GDP,%	6.3	7.3	8.3	10.0
The bank liabilities (deposits), billion UAH.	898.8	957.9	1 085.5	1 168.8
The ratio of bank deposits to GDP ratio,%	69.0	67.9	74.6	83.1
Loans granted by banks, everything, billion UAH	825.3	815.3	911.4	1006.4
The ratio of bank loans to GDP ratio,%	63.4	57.8	62.6	62.6
Weighted average interest rates on loans: – in national currency,%; – in foreign currency,%	 20.1 7.2	 21.4 9.9	 17.2 8.2	 17.1 9.0

Calculated by the author based [1; 2]

As we see, the investment potential of banks is essential, but their credit and investment programs are not financially attractive to businesses. Thus, a significant disadvantage in the domestic banks after the crisis period is that in order to avoid risks and to obtain speculative profits those set high prices for loans, which deprives many undertakings, especially SMEs, access to credit.

Non FCI (NFCI) occupies a small share of the financial market. However, given the actual state of domestic enterprises, much of the need for additional funds, we can say that soon and these FCI come to a new stage of development, creating competition in banking institutions, and for businesses – access to cheap and high-quality financial products and services. Today we can see this dynamic operation NFCI (Table 2).

Table 2. – The evolution of the non-bank financial institutions

NFCI	01.01.12		01.01.13		01.01.14		01.01.15	
	Qty	% Δ	Qty	% Δ	Qty	% Δ	Qty	% Δ
1	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*
Total, incl.:	1979	2.5	2041	3.1	2113	3.5	2087	–1.2
Assets, billion UAH	79.9	14.3	103.0	28.9	120.5	17.0	140.8	16.8
1. Credit institutions	691	–5.3	708	2.5	739	4.3	711	–3.8
Assets, billion UAH	5.4	–3.2	2.7	12.5	2.6	–3.7	2.3	–11.5
2. Insurance companies	442	–3.1	414	- 6.3	407	–1.7	382	–6.1

1	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*
Assets, billion UAH	48.1	6.4	56.2	16.8	66.4	18.2	70.3	5.9
3. Lombardi	456	7.0	473	3.7	479	1.3	477	–0.4
Assets, billion UAH	1.2	35.5	1.6	33.3	1.5	–6.2	1.7	13.3
4. Financial companies	251	13.2	312	24.3	377	20.8	415	10.1
Assets, billion UAH	19.9	70.0	36.4	82.9	39.8	9.3	51.3	28.9
5. Non-pension funds	96	2.0	94	–2.0	81	–13.8	76	–6.2
Assets, billion UAH	1.4	21.2	1.7	21.4	2.1	23.5	2.5	19.0
6. Other non-bank FCI	49	16.7	61	24.5	85	39.3	92	8.2
Assets, billion UAH	3.9	56.2	4.4	12.8	8.1	84.1	12.7	56.8
The ratio of total assets of non-bank FCI to GDP,%	6.1		7.3		8.3		10.0	

It marked:% Δ – growth rate,%

Calculated by the author based [2]

An analysis of the data table 2 shows that total assets NFCI tends to increase. Thus, during 2012, the assets of these institutions grew by 25.0% and amounted to 7.3% of GDP in Ukraine (total assets in 2011 increased by 19.7% and reached 82.4 billion UAH, representing 6.3% of GDP). Some NKFU slowed asset growth in the 2013–2014 years – about 17 percent.

However, during 2014 the sector lending NFCI there was some reduction in assets. Thus, the credit union assets decreased by 10.0% (from 2.6 to 2.34 billion UAH, at the beginning and end of the year, respectively), and, conversely, increased: in financial companies by 28.9% (from 39.8 to 51.3 billion UAH, respectively), pawnshops by 12.6% (from 1.5 to 1.7 billion UAH, respectively).

During 2014 increased assets of insurance companies from 66.4 billion UAH to 70.3 billion UAH, and pension funds from 2.1 to 2.469 billion UAH, in accordance. It is seen that insurance companies take a dominant position among NFCI, accumulating more than 53.1% of all assets NFCI. Consequently, they have great potential to promote sustainable development of domestic business by placing insurance reserves in the real economy. However, at present the insurance companies still do not play a significant role in the functioning of the financial system of Ukraine as a result of underdevelopment GDP redistribution (Table 3).

Table 3. – Some indicators of insurance companies for the 2011–2014 years

Indicator	**01.01.12**	**01.01.13**	**01.01.14**	**01.01.15**
Gross premiums, billion UAH	22.7	21.5	28.7	26.8
The share of gross premiums in GDP,%	1.7	1.5	2.0	1.9
Insurance reserves, billion UAH	11.2	12.6	14.4	15.8

Calculated by the author based [2]

A positive feature of the leading insurance companies present in the financial market of Ukraine is openness and transparency of their activities. This allows them to enter into contracts with insurance companies from abroad, strengthening integration processes, including the EU. Effective functioning of insurance companies in Ukraine, their successful and dynamic development will depend on expanding the list of insurance services, improving the taxation of insurance, increase their competitiveness, improve requirements of insurance companies Ukraine's further integration into international structures.

However, the financial market in Ukraine is still scattered and not segmented, he has no clear specialization. Financial products and activities of Ukrainian financial institutions have a simplified structure. Therefore, for the further development of the financial market and reaching the European standards need to efficiently develop functional authorities responsible for specific segments and sectors of the financial market, as this will facilitate the necessary regulation of financial institutions, targeted actions for the development of appropriate sectors: banks, insurance and investment companies, pension institutions and so on.

The peculiarity of the modern state regulation of the financial market of Ukraine is that it is carried out in conditions relating to the signing and entry into force of the Agreement. According to Article 144 of Ukraine confirms the absence of restrictions on payments for current account balance with the EU.

According to the authors [8, 6] provisions for unconditional and full liberalization of cross-border capital flows between the EU and Ukraine, which have been incorporated in the design of the Association Agreement reflects outdated views on capital mobility as a factor of economic growth, and their implementation can have negative consequences for the economy of Ukraine. These include [8, 11]:

– Narrowing of the financial framework for productive investments in the economy of Ukraine due to the outflow of national savings in financial markets in the EU;

– Reduction of the tax base and increase the budget deficit caused by increased outflow of domestic capital abroad and slowdown of economic activity;

– Growth in demand for foreign currency resulting from the conversion of national savings into foreign currency, their transfer to European banks or direct to purchase securities of issuers from the EU.

Experts estimate [4, 60] resulting in reduced probability Agreement introduction of restrictions on current payments for businesses and households. International commitments Ukraine is not changing for the public sector, as the country has assumed the relevant obligations under the agreement with the IMF and the agreement on partnership and cooperation with the EU. However, the agreement with the EU provides more effective control mechanism for their implementation.

According to the Ukraine undertakes to ensure the free movement of capital in specific areas. In particular, they eliminate restrictions on foreign direct investment (FDI), commercial loans, portfolio investments and financial loans and credits. The Parties undertake not to introduce new restrictions on the movement of capital and current payments and not to existing restrictions more stringent.

Ukraine pledged to take measures to further liberalize the movement of capital to the level of the EU. This will be a prerequisite for the formation of a single EU market in financial services.

Exploring the state financial policy in the post-crisis conditions of V. Kornivska noted [11, 76] that financial market liberalization in practice means the elimination of the state and its regulatory effect on the system of financial relationships. However, in terms of instability takes effect principle lender of last resort and implemented state support systemic financial institutions. The author concludes that government regulation of financial markets should be mandatory and comprehensive: access to post-crisis trajectory of development depends on the resolution of how the state will influence to overcome its inefficiency and reformats it as on the development of the real sector.

An important role in state regulation of financial market regulation in Ukraine play, which by their nature is compulsory, subordinated and is based on the possibility of coercion.

State regulation of the financial market in Ukraine by three branches of government: legislative, executive and judicial. Its elements are: laws and regulations; governments, providing both direct and indirect intervention in the financial market. Financial market Ukraine is constantly the focus of the Verkhovna Rada of Ukraine (Parliament), the President of Ukraine, the Cabinet of Ministers and other authorities.

In Ukraine, government regulation of financial markets is based on sectoral model. That is operates a three-tier system: National Bank provides banking regulation; securities market regulator acts The National Commission on Securities and Stock Market (NCSSM); insurance market, the market of credit unions and finance companies regulating the National Commission for Public Regulation of Financial Services Markets (NCPRFSM). In this first regulator independent of government and economically independent and the other two are coordinated by the Government and are on budget financing. NCSSM is a national collegiate body subordinate to the President of Ukraine and accountable to Parliament. State regulation of financial services is subject to the Law "On financial services and state regulation of financial services".

CMU provides implementation of financial, pricing, investment and taxation policy. The central executive bodies, whose activities are directed and coordinated Cabinet is State Service for Financial Monitoring of Ukraine (SSFMU). It was formed to implement the state policy in the sphere of combating legalization (laundering) of proceeds from crime or terrorist financing. Note that the NBU, NCSSM, NCPRFSM and SSFMU have the right to access to information databases maintained to regulate financial markets.

Based on currently applicable legislation and regulations can be argued that government regulation of the financial market of Ukraine is still not effective. Thus, in order to regulate the functioning of the stock market and corporate governance in Ukraine during 2009–2013 Parliament passed 20 bills. However, in 2014 Parliament was not taken any bill in the stock market [2, 72].

In 2014, NCSSM, as a state regulator, developed and registered with the Ministry of Justice of Ukraine 119 regulatory legal acts. A substantial portion of such acts was developed in connection with the Law of Ukraine "On the Depository System of Ukraine" and "On Collective Investment Institutions." As a result of revision of regulatory acts in 2014, the Commission has prepared 284 conclusions of legal expertise and 143 anti-discrimination conclusions of the examination, which is a total of 427 findings. Also during 2014 analyzes over 200 regulations on securities regulation to bring them into line with current legislation.

In 2015 the NBU approved on June, 18 2015 by the Board of the National Bank of Ukraine (the NBU Board Resolution No. 391 of June 18, 2015) program of financial sector of Ukraine for 2020, prepared by the financial market regulators and relevant organizations. A comprehensive program aimed at ensuring sustainable development, including through the achievement level and EU requirements in this area [5]. Developed reforms based on liberalization of the financial market and promoting equal competition, overcoming the crisis and consolidating markets. In addition, it is based on the independence of regulators and supervision based on risk assessment, as well as increasing transparency and disclosure standards as regulators and market participants to effectively protect the rights of creditors, consumers, investors and the market.

However, the National Bank, as the regulator of the financial market, becomes more closed to constructive public dialogue that prevents the implementation of European principles of banking supervision and can turn it into a tool of punishment and reprisals against the Ukrainian banks. Unrestricted right NBU blame any bank in violation of the law (NBU decree of 2015.10.11 number 778) will exert a devastating impact on the banking system and will prevent foreign investors in Ukraine [12].

In reforming the financial market of Ukraine should be aware that regulatory legal acts should be (as in small businesses) reasonable compromise between national goals and cost to achieve them. For example, according to the CMU Resolution number 1151 of 2015.12.16, on March 15, 2016 adoption of regulations that affect small business would be impossible without first calculating the cost of meeting the requirements of these regulations for business. Authorities carrying out regulatory functions must learn to apply the method (M-Test) calculate the cost of regulation, jointly developed by the State Regulatory Service and the Commercial Law Center [10].

The current state of Ukraine's financial market caused by the fact that the decline in industrial production and capital outflows due to the deployment of military operations in eastern Ukraine led to a balance of payments crisis. Political and economic crisis provoked a growth of devaluation expectations and the crisis of confidence in the banking system. Consequently, the hryvnia (UAH) fell sharply, and the banking system at the end of August 2015 has lost more than 32% of deposits in the national currency and more than 55% of foreign currency deposits [13, 5].

Policies that respect the NBU sells currency briefly can be expressed as: "Let all come in, but none does not out come ". Thus, currency restrictions, which were introduced in September 2014, the cash and the interbank market, aimed to cut speculative demand for foreign currency and reduce the pressure on the hryvnia. Under the restrictions, the regulator allowed the day to buy Ukrainian banks exchange no more than 3 thousand UAH.

Since March 5, 2016 (NBU Resolution No. 140 "On settlement of the situation in the money and foreign exchange markets of Ukraine" dated 2016.03.03), The National Bank continued the gradual liberalization of administrative restrictions on the foreign exchange market, decided to increase the limit on the issuance day foreign currency current accounts 2.5 times – the equivalent of 20 thousand to 50 thousand UAH, and the daily limit for issuing the national currency from 300 thousand to 500 thousand. In addition, the NBU increased limit sales of currency from 3 thousand to 6 thousand per day [9]. However, this is only the first steps toward financial liberalization, which should continue considering internal and external factors and national interests.

Specialists of economic strategy and Easy Business in early 2016 suggested [14] measures aimed at liberalizing the currency, which will achieve overall economic effect amounting to 13–14 billion UAH. Among them, in particular, filing documents electronically, using invoice verification operations with exports of services, the abolition of the act of pricing expertise, the ability to transfer currency between bank accounts, cancel reservation of funds for four days when buying foreign currency to pay for imports.

3. Conclusions

The development of Ukrainian financial market and attract foreign capital should not occur spontaneously, but under state control to the arrival of foreign capital is not contrary to the national interest and contributed to economic growth.

Ukraine has formed a system of state regulation of financial market and distributed by the powers of regulators to regulate, supervise and control its activities. However, regulation of the financial sector at the present stage is characterized by ineffective behind the current situation, trends and requirements of the market, conditions of European integration.

Financial market today Ukraine is still not mature and developed, it has not established appropriate conditions for the establishment of a single regulatory body. So sectoral model of regulation of the financial market, which operates in Ukraine, is the best in the current environment and does not require its replacement model of mega-regulator.

A key problem in the regulation of financial markets is poor coordination between financial regulators, leading to inconsistent adoption of regulatory legal acts or conduct of individual measures, lack of supervision during interaction in terms of systemic financial crises incomplete information exchange.

Given the integration processes should improve the legal framework regulating the financial market, increase liability for violation of financial laws, lobbying for the interests of others, delays and opposition to the introduction of new financial regulations.

Further research is promising financial innovation and risks of new financial instruments that penetrate the domestic market of Ukraine due to the deepening of European integration processes.

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Section 5. Economics, organization and management of enterprises, branches, complexes

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THE DIRECTION OF REDUCING AUDIT RISK IN THE FINANCIAL STATESMENT AUDITING

Abstract: In this article, the essence of audit risk is investigated. And also proposed ways to reduce audit risk.

Keywords: audit risk, materiality, audit evidence, financial statements.

Modernization of the national economy is one of the basic requirements of the present: the further expansion of various enterprises, the successful development of business and the provision of new jobs. This, in turn, is one of the topical issues in the further development of joint-stock companies.

The rapid and effective use of reliable and complete information to ensure the effectiveness of joint stock companies is crucial for making important economic decisions. This, in turn, requires that the information presented in the financial statements be clear and understandable in terms of its economic nature and its role in business, the methods of evaluation and consistency of other reporting data. The quality of audit reports and conclusions plays an important role in validating financial reporting. It is important to correctly assess the risk of the auditor in the preparation of a reliable and impartial audit report on the audit of financial statements. Complexity and complexity of business processes require a deeper understanding of the auditor's work and reduces the risk of the auditor.

As you know, there are two types of audit risk – the risk of entrepreneurship and audit.

Entrepreneurial risk -is the risk that the auditor may be subject to termination of a license even in accordance with the terms of the audit. Entrepreneurial risk depends on the competitiveness of the audit firm, the prestige of the auditor, the likelihood of possible litigation in relation to the audit organization, as well as the timing and timing of the audit.

Audit risk -is the risk that the audit of the financial statement will not be reliable. Some scientists argue that the risk of the auditor arises because the risks are not directly defined or that they can not properly assess the role of internal audit in corporate governance [1].

The auditor should use his professional judgment to assess the auditor's risk and develop audit procedures that reduce the risk to a satisfactory level.

Audit risk is not always able to identify all serious errors associated with objective reasons for unavoidable audit restrictions (see Figure 1).

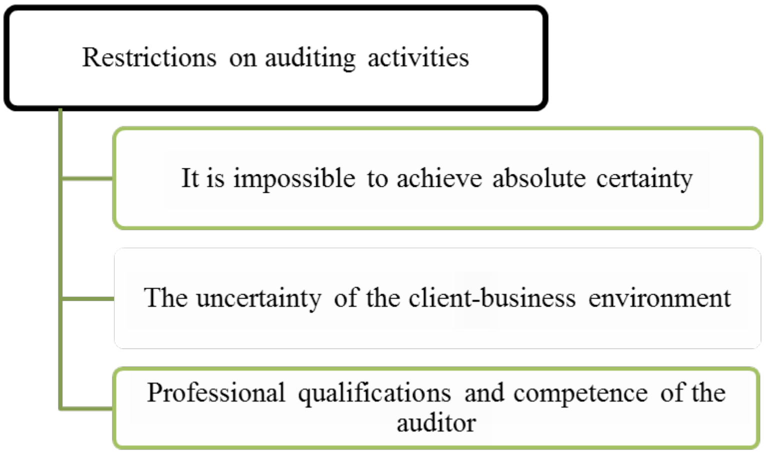

Figure 1. Restrictions on auditing activities

These limitations are unavoidable and can be inherent in the audit test, which can affect the auditor's ability to identify serious errors in the report, so it is inappropriate to classify the risk to zero.

First, the choice of methods and tests during the audit can not guarantee that the integrity of the accounting systems and internal control of the customer is not exhaustive. In addition, a significant part of the auditor's testimony is only a confirmation of a concrete conclusion and does not have an ideal character, and so on.

Secondly, the uncertainty surrounding the environment in which the client works (especially those that are related to the environment). This abundance and its exclusion are based on the following grounds: Restriction of the

Auditor to receive complete and reliable information about the subject and the environment in which he conducts the audit; Limited ability of the auditor to receive and process the information received; Inconsistency of emergence of extraordinary events in the course of entrepreneurial activity of the inspected person; market conditions on which the subject of the audit is exposed; contradictions in relations with customers in work; the complexity of the processes under study, and so on.

Thirdly, the assessment of the risk of audit risk depends on the professional qualifications and competence of the auditor conducting the assessment, and on the basis of his professional judgment. The reasons for this show that all auditors have different qualifications and competence in terms of their level of knowledge and skills, skills and experience, as well as the auditor's risk.

Thus, the risk of the inevitability of an audit is an inevitable event, and the likelihood of its occurrence is counterproductive for the level of confidence of the auditor. However, even if the audit firm takes into account all the above limitations and their consequences, in no event can 100% of all material errors in the client's accounting report be guaranteed.

American economists A. Arens, R. Elder and M. Bizli divided the auditor's risk into three types:

– unacceptable risk;

– control risk and risk of uncertainty [2].

The auditor's risk consists of two key elements:

– risk of serious mistakes;

– Identification risk.

World practice shows that the potential risk of joint auditor risk should not exceed 5%.

An alternative rule in professional terms is the following: the level of confidence or confidence interval should not be less than 95% (one hundred of the conclusions made by the auditor are incorrect on disputable issues). This is the "magic number of audit risks" [3].

Let's take a closer look at those who risk the risk of the auditor.

The risk of material misstatement reflects the potential risk of errors in the financial statements that are specified in the priorities of the outgoing audit.

The risk of material misstatement is related to the risks inherent in the judgment of the auditor, regardless of the financial reporting process. The analysis of the risk of material misstatement is at the level of the financial statements (often such risks are exhaustive and have a significant impact on the sources of financial reporting), and types of economic transactions, valuation and disclosure are carried out at the level of financial reporting sources.

The risk of material misstatement reflects the overall risk of uncontrolled risk and risk control.

A non-intrusive range of risk transactions can be susceptible to individual or other errors when there is no need for internal controls that can minimize such risks by reflecting errors in the balance of the balance or balance sheets.

To understand the concept of basic risk, we assume that there is no control over material or other officials responsible for doing business. This is impossible in a particular company. For example, the chief accountant trusts the cashier and does not control his business; Inventory warehouse is located far from the parent, and therefore the enterprise warehouse is not invoiced. The probability of accidental or erroneous cases in these cases depends on the proper and fair performance of tasks assigned directly by trusted employees.

It is influenced by the following risk factors (Figure 2).

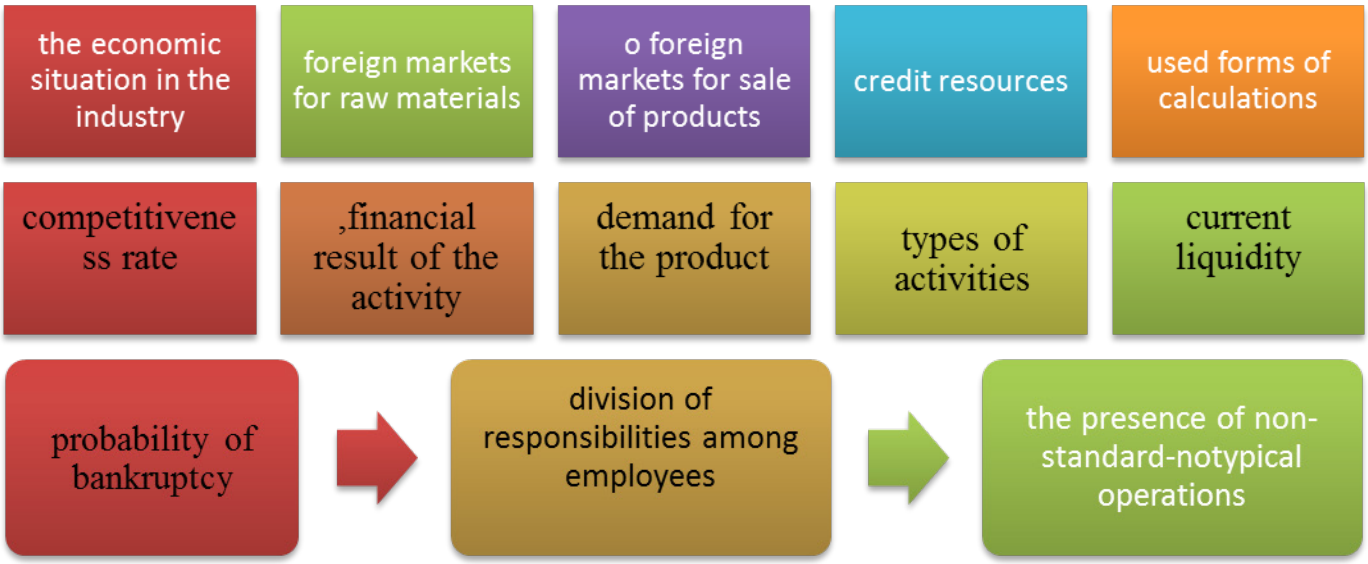

Figure 2. Factors Affecting Undeniable Risk

It should be noted that the probability of occurrence of risks is directly related to the employees, directly involved in the performance of certain functions. True, it is possible to rely on the employees at a certain level, but the extent to which the auditor makes an independent decision on the basis of his professional judgment during the audit.

As a result of the Company's operations, there are commercial and other risks arising from its operation and the specific network-specific features, normative-legal basis, dimensions and complexity of this business. The risk of material misstatement depends on the nature of the residuals in the accounting records or the types of business transactions. The risk factors that the auditor should pay more attention may include:

- Complex calculations that can be avoided;
- high-value inventory;
- Assessment values that are somewhat obscure;
- insufficient capital turnover for future business activities;

• Significant dwindling or sharp fluctuations of business activity in the network, accompanied by a large number of bankruptcy cases;

• Changes in technology that can lead to the appearance of certain types of products.

The type of risk that can not be subdivided is defined as the type of risk (in some cases, control risk).

Misdemeanor is an action taken by unlawful actions (inaction) for the purpose of illegal exploitation of one or more persons, or third parties, among employees, owners, managers of the subject of the audit.

There are two types of deliberate errors that arise as a result of violent actions that are considered in the audit process:

• errors occurring in the process of the financial statement misstatement;

• errors resulting from the misappropriation of assets.

Control risk is also an important element of auditor risk. Risk of control is serious errors that have not been solved by the subject's internal control system [4].

In other words, control risk is a risk that the errors that may be material or combined with other errors can not be corrected or detected by the company's internal control system in a timely manner. The risk of control is influenced by the following factors (Figure 3).

Presence of client (customers) accountability	Accounting methods	Availability of internal audit services
Methods of management	Presence of boards controling	Transfer operations permit system
The level of staffing is at the executive level	Qualification of the managers of the companies	Obliged to report to the Supervisory Board or to the Supervisory Board

Figure 3. Factors affecting the risk of control

The internal audit system is a limiting factor that does not allow financial reporting failures. The auditors pay particular attention to the control risk assessment process, and the control system is often referred to as testing the testing system. During the test (typically conducted in the form of questionnaires, questionnaires, observations, etc.) the auditor evaluates the system's ability to respond to, detect, correct, and correct serious errors.

Control risk includes evaluating the internal control of an organization. In this regard economist scientists K. Jonstoun, A. Gremlin and L. Rittenberg describe risk assessment as risk assessment and evaluation process [5].

Companies need to identify and evaluate commercial and other risks as well as develop and introduce a system of internal controls. Elements of enterprise-level controllers, such as the board of directors' controls, the common information controls, and the personnel policy principles, are applied to all sources of financial reporting, but are usually referred to as business entities, usually as a means of control.

There is always a risk of certain control due to restrictions on the accounting and internal control system.

When assessing the internal control system, the auditor should evaluate the risk of controlling the risks of material misstatement at the financial reporting level.

The risk of being identified is the likelihood of an auditor who is subjectively audited by an auditor, and that the auditor's testimony is not likely to allow errors and omissions, which are inherently present in the financial statements, in particular or in the aggregate. [6]

For a number of auditor risk, the risk that the risk of undisclosed is uncertain as to the risk of material misstatement at the level of financial reporting. The auditor identifies potential sources of material misstatements and directs audit procedures to those areas. In developing and evaluating the results of the process, the auditor should take into account the following possibilities:

• the possibility of choosing an incorrect auditor;

• The possibility of misuse of the proper audit procedure or misinterpretation of the audit procedures results.

The extent to which the risk of uncertainty at the level of the auditor's risk is determined by the fact that the risk of material misstatement is at the level of the financial reporting source. Thus:

• The higher the risk of serious errors, the less risk may be identified;

• The lower the risk of serious errors, the higher the risk of uncertainty may be.

The auditor performs audit procedures to assess the risks of material misstatement and searches for ways to limit the risk of non-recognition by selecting detailed audit procedures based on such assessments.

According to economists, it is desirable to pay special attention to the risk of auditing when determining the level of significance [7]. In order to reduce unidentified and unaddressed errors in the financial report, a lower level of value is set. The procedure for determining the lower the level of materiality does not consist of simple calculations. The auditor should use his/her professional judgment and consider the following:

• an understanding of the auditor's opinion about the activities of the subject under which the audits are conducted, taking into account new facts identified during the course of risk assessment procedures;

• The amount and characteristics of the errors identified during the previous audits.

Consequently, the auditor should only consider that the overall level of significance should not be reduced based on the high level of auditor risk.

In our opinion, to reduce the risk of an auditor, the following audit procedures should be performed:

1. An auditor shall be required to carry out inventory checks during the audit. Inventory must be conducted by the auditor and must be personally involved. If the inventory is poorly conducted, the risk of the auditor's judgment increases;

2. The personnel structure of the audited entity should be thoroughly acquainted with: age, education, availability of family relations, staffing. Studying the composition of the staff helps to identify frauds;

3. A balance sheet made by the organization with an alternative balance sheet should be compared. If there is a large difference in the result of the comparison, the risk of auditing increases. By doing so, more attention should be paid to the "hot spots" of the organization;

4. Special attention should be paid to reducing the risk of non-recognition by an auditor. The risk of uncertainty and direct control is directly linked to the auditor's risk of being identified. For this purpose, the auditor should be able to increase the number of auditor's activities, extend the scope of the selection, attract qualified and experienced auditors.

The aforementioned recommendations will significantly reduce auditor risk during audits and provide reliable information for external users.

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THEORETISCHE GRUNDLAGEN DES INSTITUTIONELLEN UMFELDS DES UNTERNEHMERTUMS

Absrtkt: Der Artikel befasst sich mit der Begründung des Wesens und des Inhalts des institutionellen Umfelds als die grundlegende Quelle zusätzlichen Eigentums zu den immateriellen Objekten, die die „Wissensökonomie“ bilden. Der Schwerpunkt liegt auf der Suche nach neuen Ansätzen und Mechanismen zur Aktivierung des Unternehmertums, was eine gründliche Untersuchung des institutionellen Umfelds erfordert, das die institutionellen und rechtlichen Bedingungen der Wirtschaftstätigkeit bildet, um zur vollständigen Umsetzung des wirtschaftlichen Potenzials beizutragen und die Wettbewerbsfähigkeit kleiner Unternehmen im Rahmen ihrer Aufnahme in das globale Wirtschaftssystem zu erhöhen.

Schlüsselwörter: innovative Entwicklung, Unternehmenstätigkeit, institutionelles Umfeld, neue Technologien, unternehmerische Ressource.

Das institutionelle Umfeld des Unternehmertums kann als eine Reihe grundlegender Institutionen dargestellt werden, die im Rahmen vorgegebener Parameter handeln und die Matrix des wirtschaftlichen Verhaltens von Unternehmen auf der Grundlage von Wahlbeschränkungen definieren.

Dieses Umfeld beeinflusst die Art der Beziehungen und Verbindungen zwischen wirtschaftlichen Einheiten, die eine institutionelle Struktur bilden.

Die grundlegende Komponente des institutionellen Umfelds ist die Institution, die als der von Menschen geschaffene restriktive Rahmen verstanden wird, der die Interaktionen zwischen ihnen schafft [1].

Institute werden geschaffen, um die Vorhersehbarkeit der Ergebnisse bestimmter Aktivitäten sicherzustellen, ihre Freiheit und Sicherheit in bestimmten Grenzen zu garantieren und Transaktionskosten zu sparen. Sie zielen auf die Schaffung von Bedingungen für den rechtzeitigen Abschluss von Verträgen, die Verbreitung von legalen Geschäften gegenüber illegalen, dh, um das Wachstum von Produktivität und Investitionen positiv zu beeinflussen.

Die wichtigsten Bestimmungen der Theorie des institutionellen Wandels sind der Schlüssel zum Verständnis institutioneller Veränderungen im Bereich des Unternehmertums.

In Übereinstimmung damit bedeuten die Veränderungen in den Institutionen den Prozess der Änderung der Regeln und der Durchsetzungsmechanismen, um sie durchzusetzen, um das Ausmaß der Transaktionskosten zu verringern.

In der Theorie des institutionellen Wandels gibt es ein Konzept, das den Mechanismus institutioneller Veränderungen durch das mikroökonomische Modell des institutionellen Marktes erklärt, wo die Hypothese aufgestellt wird, dass der institutionelle Markt Elemente des klassischen Marktes hat:

– Nachfrage,
– Angebot,
– Preis;
– Wettbewerb.

Die Rolle des Produkts im institutionellen Markt wird von der Institution wahrgenommen, die zur Kategorie der „dauerhaften Güter“ gehört. Dabei sind das Angebot und die Nachfrage spezifisch auf dem Markt der Institutionen [2].

Auf dem Markt der Institutionen kann es ein Regeldefizit geben, wenn die Nachfrage nach Institutionen ihr Angebot übersteigt.

Als Beispiel betrachten wir die Situation, in der ein institutionelles Vakuum im Wirtschaftssystem gebildet wurde, das schnell mit modifizierten informellen Regeln und Transplantationsinstitutionen gefüllt wurde.

Das andere Extrem ist das Übermaß an Institutionen in diesem Markt, was einen erhöhten administrativen Druck belegt, der die Anreize für unternehmerische Aktivitäten unterdrückt, bestehende Unternehmen dazu zwingt, sich informellen Institutionen zuzuwenden und dadurch das Ausmaß der Schattenwirtschaft zu erweitern. Unter solchen Bedingungen ist eine der Möglichkeiten, sich in Richtung Gleichgewicht zu bewegen, die Einbeziehung von Mechanismen der Entbürokratisierung und Deregulierung der Wirtschaft.

Die Rolle und Bedeutung des institutionellen Umfelds bei den Aktivitäten von Wirtschaftsunternehmen ist:

– Institutionen regeln den Zugang zu Ressourcen und Optionen für ihre Nutzung;

– Festlegung der Grenzen möglicher Handlungsmöglichkeiten und Verhaltensweisen,

– Bildung von einem System von Anreizen und die Grundlage für rationales Verhalten;

– Auswirkungen auf die Verteilung der Ressourcen zwischen den Marktteilnehmern und den Grad der persönlichen Interessen.

Im institutionellen Umfeld werden seine Komponenten definiert: ein System von Institutionen der formellen Wirtschaft (formale Regeln) und informeller Regeln.

Die Kombination von Untergruppen ist auf das Vorhandensein komplexer Wechselbeziehungen und Wechselwirkungen zwischen ihnen zurückzuführen.

So erlauben individuelle Eigenschaften von Institutionen, sie Substitute, Komplimente oder Unabhängige zu sind.

Das institutionelle Umfeld hat als eine Reihe von Systembildungsregeln direkten und indirekten Einfluss auf das Verhalten von Unternehmern [3].

Im Rahmen der Beziehung zwischen dem institutionellen Umfeld, Vereinbarungen und Unternehmern werden zwei methodische Ansätze für ihre Studie formuliert:

– Erforschung des Einflusses von Institutionen auf das Verhalten von Kleinunternehmen;

– Studie über die Auswirkungen von Kleinunternehmen auf den Prozess der Schaffung von Institutionen.

Ausgangspunkt der Analyse ist das institutionelle Umfeld als ein System von Institutionen, das die Voraussetzungen und Bedingungen für die Entwicklung verschiedener Marktakteure schafft. Daher liegt der Schwerpunkt auf der Analyse von Richtungen und Trends institutioneller Veränderungen in der Binnenwirtschaft.

Die derzeitige Situation ist gekennzeichnet durch schnellere, chaotische Veränderungen und eine stärkere Vernetzung, was auf ihre mangelnde unternehmerische Verantwortung hinweist.

In der Wirtschaft wurden die Institutionen des Geschäftssektors auf der Grundlage von Importen von Institutionen gebildet, die ihre Wirksamkeit in der Praxis des Managements von anderen Ländern gezeigt haben.

Je nach den Besonderheiten der Herkunft können Gruppen von Verwaltungshindernissen unterschieden werden:

– bewusst geschaffene administrative Barrieren, die darauf abzielen, Mieten zu erzielen und die Interessen eines bestimmten Personenkreises zu vertreten;

– bewusst geschaffene Verwaltungshindernisse zur Verringerung des Risikoniveaus und zur Deckung der materiellen und immateriellen Ausgaben;

– unbeabsichtigt geschaffene administrative Barrieren (administrative Barrieren als Folge von Mängeln und Versäumnissen bei der Entwicklung von Institutionen).

Als Ergebnis zeigen sich administrative Hindernisse auf zwei Arten:

– in Form von ineffektiven formellen Institutionen;

– informelle Institutionen, die sich um eine formelle Institution kümmern.

Um die Wahrscheinlichkeit ineffizienter Regelungen zu verringern, wird vorgeschlagen, eine Strategie zur Steuerung des institutionellen Aufbaus zu verwenden, und auch, Prognosen der Entwicklung von Einrichtungen vorzubereiten, um einen nicht optimalen Pfad der Entwicklung der gegründeten Institute zu verhindern.

Institutionelles Design ist der Prozess der Entwicklung idealer regulatorischer Modelle ökonomischer Institutionen, die bewusst und zielgerichtet in wirtschaftliches Massenverhalten eingebettet sind.

Das Ziel des institutionellen Designs kann sein:

– Entwicklung einer qualitativ neuen Einrichtung, die potenzielle Vorteile gegenüber Wettbewerbern bieten soll;

– Entwicklung einer qualitativ neuen Institution zur Umverteilung der wirtschaftlichen Möglichkeiten;

– Einführung von Änderungen und Ergänzungen des amtierenden Instituts mit dem Ziel, seine Wirksamkeit zu erhöhen [4].

Die Prognose institutioneller Veränderungen ist der Prozess der Entwicklung einer Prognose, einer wissenschaftlichen Studie über mögliche, erwartete Perspektiven für die Entwicklung von Institutionen.

Die Entwicklung von Institutionen im Bereich des Unternehmertums sollte in folgenden Bereichen prognostiziert werden:

– Prognose der Nachfrage nach Änderungen im bestehenden System der relativen Eigentumsrechte (institutionelle Vereinbarungen);

– Prognose der Nachfrage nach einem neuen System relativer Eigentumsrechte;

– Prognose der Nachfrage nach Veränderungen im bestehenden System der absoluten Eigentumsrechte (institutionelles Umfeld);

– Prognose der Nachfrage nach einem neuen System absoluter Eigentumsrechte;

– Prognose der Dauer des Lebenszyklus des Instituts;

– Prognose von Veränderungen der Eigenschaften bestehender Einrichtungen (Blockieren, Verformen).

Die Bildung effektiver formaler und informeller Institutionen, die eine neue institutionelle Struktur des Wirtschaftssystems bilden und die etablierten Formen der Wechselbeziehungen in der Wirtschaft und Mechanismen zur Koordinierung der Aktivitäten zwischen Wirtschaftseinheiten widerspiegeln, wird die Schaffung optimaler Bedingungen für die nachhaltige und dynamische Entwicklung des Unternehmertums bezeugen.

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ERNEUERBARE ROHSTOFFE ALS WETTBEWERBSFAKTOR FÜR INNOVATIVE ENTWICKLUNG DER WIRTSCHAFT

Abstrakt: Der Artikel befasst sich mit der Nutzung erneuerbarer Energiequellen (EEQ) als Alternative zu herkömmlichen Energieträgern als ein Werkzeug für die integrierte Lösung von wirtschaftlichen und ökologischen Problemen. Die unbestreitbaren Vorteile ihrer Anwendung sind Unerschöpflichkeit und Umweltsauberkeit, die Notwendigkeit, die Energiesicherheit der Länder zu gewährleisten, die Reduzierung schädlicher Emissionen und die Schonung der Energieressourcen für künftige Generationen haben die rasche Entwicklung erneuerbarer Energien in einem wettbewerbsfähigen Energiesektor verursacht. Der Schwerpunkt liegt auf der vorrangigen Einbeziehung erneuerbarer Energieprodukte als wettbewerbsfähiges Gut in die langfristige Energie- und Umweltpolitik des Landes.

Schlüsselwörter: innovative Entwicklung der Wirtschaft, Energieintensität, Energieeffizienz, alternative Wirtschaft, kohlenstoffarme Entwicklung.

Die Weltenergie überträgt sich von dem jahrhundertealten dominanten Modell der extensiven Entwicklung, das auf die Maximierung der Nutzung von Bodenschätzen abzielt, zu einem Modell einer vernünftigen Kombination von wirtschaftlichen und ökologischen Bedürfnissen der Gesellschaft.

Die Einbeziehung erneuerbarer Energiequellen in einen wettbewerbsorientierten Markt ist ein mehrstufiges und maßstäbliches Maßnahmensystem. Die Energiemangel und die Begrenzheit von Brennstoffressourcen mit immer größerer Schärfe zeigen die Unvermeidbarkeit eines Übergangs zu alternativen Energiequellen.

Die Analyse der ausländischen Erfahrung zeigt, dass ein Anstieg des Anteils der alternativen Energie in der Energiebilanz ermöglicht, „saubere Energie" zu erhalten, um die exzessive Zentralisierung des Energiesystems zu reduzieren [1].

Die Entwicklung erneuerbarer Energiequellen wird es erlauben, die Abhängigkeit von erschöpflichen Kohlenstoff-Energieträgern zu berücksichtigen und Investitionen in die Industrie zu fördern. In einer Reihe von Ländern wurden in den letzten Jahren erhebliche Fortschritte bei der Steigerung der wirtschaftlichen Effizienz der Erzeugungskapazitäten für erneuerbare Energiequellen und der damit verbundenen Kosten der Stromerzeugung erzielt.

Die staatliche Unterstützung bei der Entwicklung der alternativen Energie ist in der modernen Phase der Reform der nachhaltigen wirtschaftlichen Entwicklung, bei der ein günstiger Zustand der Umwelt und des natürlichen Ressourcenpotentials aufrechterhalten wird, wirtschaftlich vertretbar, um die lebenswichtigen Bedürfnisse heutiger und künftiger Generationen zu decken.

Die Relevanz und Bedeutsamkeit der Einbeziehung erneuerbarer Energiequellen in den wettbewerbsorientierten Energiemarkt kann in folgenden Aspekten betrachtet werden:

– wirtschaftlich: Derzeit sind die durch alternative Energiequellen erzeugten Energiekosten niedriger als die Energiekosten von traditionellen Quellen. Die Amortisationszeit für den Bau von Anlagen für erneuerbare Energien ist wesentlich kürzer als die Bauzeit von Kraftwerken auf Basis von Biokraftstoffen;

– ökologisch: zunehmende Umweltverschmutzung, Kosten für die Neutralisierung nuklearer Abfälle, bestimmt die Wettbewerbsfähigkeit der erneuerbaren Energiequellen;

– politisch: das Energiepotenzial bestimmt das wirtschaftliche Potenzial des Staates. Die Entwicklung alternativer Energien in einem wettbewerbsorientierten Markt wird die nationale Sicherheit des Landes stärken.

Die Zukunft des Landes hängt vom Entwicklungsstand des elektroenergetischen Sektors und seiner Infrastruktur ab.

Zuallererst wird die strategische Aufgabe der staatlichen Wettbewerbsfähigkeit gelöst, Investitionen werden innerhalb des Landes ausgeführt, Arbeitsplätze werden geschaffen.

Die Entwicklung der Elektrizitätswirtschaft wird die Entwicklung anderer Wirtschaftszweige mit sich bringen und unter Berücksichtigung der billigen erneuerbaren Energiequellen die Entwicklung energieintensiver, exportorientierter Industrien im Land fördern [2].

In Verbindung mit dem stabilen Wachstum der Wirtschaft werden ausreichende Voraussetzungen für die Entwicklung alternativer Energien geschaffen.

Die Nutzung erneuerbarer Energiequellen wird innovative Energielösungen bieten, die auf einer diversifizierten und ausgewogenen Nutzung von Energie basieren.

In der internationalen Praxis wird unter erneuerbaren Energiequellen ein breites Spektrum von ihnen verstanden, einschließlich aller möglichen Varianten, die dem Kriterium der Erneuerbarkeit entsprechen.

Das Spektrum der erneuerbaren Energiequellen im Weltdiskurs umfasst die folgenden Arten von Energie und Technologie:

1. Solarenergie, einschließlich der folgenden Technologien:

– Wasser-Sonnenkraftwerke;

– Solarstrom;

– passive Solarheizung und Beleuchtung;

– Technologien der solaren Erwärmung und Kühlung;

2. Windkraft.

3. Geothermische Energie, einschließlich:

– geothermische Stromerzeugung;

– direkte Nutzung der Geothermie;

– Geothermische Wärmepumpen.

4. Bioenergie:

– Biokraftstoffe;

– Stromerzeugung aus Biomasse;

– Herstellung von Bioprodukten, alternativen Produkten aus fossilen Brennstoffen.

5. Wasserkraft (traditionelle Arten von Erzeugungskapazität).

6. Energie des Ozeans, einschließlich:

– Wärmeenergie aus der Erwärmung von Wasser durch die Sonne;

– mechanische Energie von Wellen und Wasserfluten.

7. Wasserstoff-Brennstoffzellen.

Als eine Reihe von erneuerbaren Energiequellen, ihre Zusammensetzung:

– erfüllt das Kriterium der Erneuerbarkeit,

– ist angemessen der Ressourcenbasis des Landes und seinen technologischen Fähigkeiten in der gegenwärtigen Entwicklungsphase;

– besteht aus der Überschneidung von EEQ-Listen aus den Grundplänen für die Entwicklung des Energiesektors.

Zur Liste der EEQ sollten Solar-, Wind- und Wasserkraft gehören. Staatliche Programme, in denen die Entwicklung erneuerbarer Energien geplant ist, sind einer der Hauptfaktoren dieses Prozesses.

Aber nicht alle Indikatoren dieser Dokumente sind in Bezug auf die Zielindikatoren und im konzeptionellen Apparat miteinander verbunden [3].

Probleme der Entwicklung der Sonnen- und Windenergie sind hauptsächlich technologisch, aber es gibt auch Probleme anderer Art.

Die Haupthindernisse für die Entwicklung von EEQ sind:

– technische Integration von EEQ, verursacht durch die Instabilität der Erzeugung von witterungsabhängigen Quellen (hauptsächlich Wind- und Solaranlagen). Die Unbeständigkeit der Stromerzeugung durch diese Art von Werkstätten verursacht zusätzliche Schwierigkeiten beim Ausgleich des Stromsystems, einschließlich der Notwendigkeit, leistungsfähige Speichersysteme zu schaffen, Leistungsreserven von traditionellen Stromlieferanten zu erhöhen, die den Rückgang der Erzeugung erneuerbarer Energiequellen kompensieren könnten, und eine Anzahl anderer Probleme im Technologieplan;

– die Notwendigkeit, die Netzinfrastruktur an die Integration von EEQ anzupassen, um die Netzausrüstung (insbesondere Freileitungen und Transformatoren) vor Überlastung zu schützen und das Netz auszubauen und zu stärken, um Zugang zu EEQ im Energiesystem zu schaffen, das durch den Standort erneuerbarer Energiequellen fern von bestehenden Netzen und Verbrauchszentren erschwert wird

– die Komplexität der Integration der teuren Stromversorgung der EEQ-Objekte in den Wettbewerbsmarkt unter den Bedingungen, dass für sie privilegierte Bedingungen geschaffen werden müssen (Festlegung von Sondertarifen, Vergabe von Krediten, Subventionen für die Priorisierung der Beladung usw.). Aber selbst wenn solche Bedingungen bestehen, ist der Großhandelsmarkt nicht ausreichend entwickelt und illiquid, und die Auswirkungen der Integration von EEQ auf die Preisbildung auf den Groß- und Einzelhandelsmärkten werden nicht ausreichend bewertet.

– die hohen Kosten für die Entwicklung und Förderung der erneuerbaren Energien sowie die Gewährleistung der Stromnachfrage, deren Umsetzung in der schwierigen wirtschaftlichen Rahmenbedingungen nicht ausreichend gerechtfertigt ist.

Außerdem, wie internationale Erfahrungen der Entwicklung erneuerbarer Energien zeigt, führt das Wachstum vom Anteil der Stromerzeugung aus erneuerbaren Energien (vor allem Wind und Sonne) zu der Erhöhung von Strompreisen für Endverbraucher aufgrund von Faktoren wie zum Beispiel die Erhöhung der Kosten von zusätzlichen Dienstleistungen, die mit der Erhaltung des Gleichgewichts von Angebot und Nachfrage verbunden sind, technische Parameter der Systemarbeit sowie erhebliche Investitionen in die Stärkung der Netzwerkinfrastruktur;

– die Notwendigkeit, die bestimmte Kapazität der traditionellen Erzeugung zu erhöhen, um Reserven für den Ausgleich des Stromsystems zu schaffen, wobei der Anteil der erneuerbaren Energiequellen erhöht wird, der durch die Instabilität der Stromversorgung aus Anlagen für erneuerbare Energien verursacht wird.

Für die Entwicklung von Anlagen für erneuerbare Energien und die Erhöhung ihres Anteils ist die gleichzeitige Entwicklung traditioneller Energieanlagen erforderlich, die als Reserve für den Ausgleich der Energie des Energiesystems verwendet werden können, aber in der übrigen Zeit können sie nicht in voller Kapazität unter stabilen Bedingungen für den EEQ-Markt arbeiten und sie in Perioden der Produktionsrezessin ersetzen [4].

– Die Einbeziehung erneuerbarer Energiequellen als Wettbewerbsfaktor in den Energiemarkt des Landes ermöglicht die Lösung folgender Aufgaben:

– Verringerung des Verbrauchs nicht erneuerbarer Kohlenwasserstoffressourcen;

– Verringerung der ökologischen Belastung vom Brennstoff – und Energiekomplex;

– Anziehung zusätzlicher Investitionen in die Entwicklung eines neuen Teilsektors der Energie – erneuerbare Energien;

– Versorgung dezentraler Verbraucher und Regionen;

– Verringerung der Kosten für den Transport von Kraftstoff zu Energiequellen.

Zusammenfassung der Überprüfung der modernen Prognosen und Schätzungen der Aussichten für die Entwicklung der erneuerbaren Energien bis 2030 kann hervorheben, dass diese Schätzungen sich signifikant in Bezug auf alle Hauptindikatoren – die Höhe der Stromerzeugung, die bestimmte Kapazität erneuerbarer Energiequellen, ihr Anteil an der gesamten Erzeugung – unterscheiden.

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NEUE TENDENZEN IN DER POLITIK DER RÄUMLICHEN ENTWICKLUNG DER RUSSISCHEN WIRTSCHAFT IM KONTEXT DER INNOVATIVEN ENTWICKLUNG

Absrtact: Der vorliegende Artikel berücksichtigt die Notwendigkeit, methodische Grundlagen für die räumliche Entwicklung der russischen Wirtschaft zu entwickeln, die eine hohe Qualität der Managemententscheidungen gewährleisten. Der Schwerpunkt liegt auf der Bildung räumlicher Differenzierung von Regionen, deren Hauptidee darin besteht, die umfassende Entwicklung von Gebieten zu gewährleisten, mit Schwerpunkt auf der Schaffung wissensintensiver Wirtschaftszweige mit effektiver Spezialisierung der Region und Gewährleistung eines gleichberechtigten Zugangs der Bevölkerung zu sozialen Diensten, d.h. inklusive Entwicklung.

Schlüsselwörter: Region, Wirtschaft, räumliche Wirtschaft, Raumentwicklungspolitik.

Die räumlichen Disproportionen in der Wirtschaft, verursacht durch die Differenzierung der verfügbaren Ressourcen und Bedingungen, sind Gegenstand der wirtschaftswissenschaftlichen Forschung.

Die Politik der räumlichen Entwicklung der russischen Wirtschaft beinhaltet die Entwicklung von Szenarien für die multipolare Verteilung regionaler Wachstumspunkte. Das bedeutet, dass die objektive Zweckmäßigkeit der Schaffung neuer Zentren des Innovationswachstums, die auf der Konzentration des menschlichen und technologischen Potenzials beruhen und in Zukunft die Bildung wissensintensiver Wirtschaftszweige ermöglichen, entstanden ist.

Solche Zentren können Folgendes umfassen:

– Schaffung von innovativen wissenschaftlichen, technischen und Bildungszentren in Agglomerationen und Großstädten;

– Bildung von territorialen Clustern mit Schwerpunkt auf High-Tech-Produktion in den Regionen des Landes;

– Schaffung von großen Transport- und Logistikzentren.

Zur Umsetzung verschiedener Konzepte und Szenarien ist eine Koordinierung mit spezifischen Aufgaben der Raumentwicklung erforderlich, weil die sozioökonomische Entwicklung in einem bestimmten Gebiet stattfindet [1].

In diesem Zusammenhang muss ein solches System zur Regulierung der Entwicklung des Territoriums geschaffen werden, das auf einem im strategischen Plan konkretisierten räumlichen Ansatz mit einer Klärung der wichtigsten Grundsätze und Leitlinien für die Entwicklung beruht.

Die Regionen sollten die Entwicklungsstrategie und die Richtung der Konzentration ihrer Ressourcen einerseits auf der bestehenden wissenschaftlichen Grundlage und andererseits unter Berücksichtigung der bevorzugten Tendenzen der räumlichen Verteilung von Ressourcen und Märkten wählen.

Die Aufgaben der Umsetzung der Politik der räumlichen Entwicklung:

– zentral die Hauptrichtungen zur Bildung und Entwicklung von Knoten des Tragrahmens der räumlichen Organisation zu planen;

– eine Vielzahl von Staatshaushaltsfonds, die nach Zielen von Haushaltsausgaben und Arten von Gebieten, auf Entwicklung von denen sie orientiert sind, differenziert sind, zu schaffen;

– richtsatzgebunden das Schema der räumlichen Platzierung festzulegen, das mit der Architektur- und Planungsdokumentation übereinstimmt;

– das Verfahren zur Schaffung von Sonderfonds zur Unterstützung regionaler Projekte im Rahmen des Entschädigungsfonds für regionale Entwicklung und des Kofinanzierungsfonds für soziale Aufwendungen zu regeln;

– Arbeiten, die darauf abzielen, das Personal für Planverfasser der räumlichen Entwicklung des Landes zu schulen, weil die Planungs- und Projektaktivitäten erheblich zurückgegangen sind, zu entwickeln [2].

Als Aufgaben der räumlichen Entwicklung wird auch angegeben:

– Bereitstellung von räumlicher Mobilität von Bevölkerung und Unternehmen, was die Entwicklung des Verkehrs und der notwendigen sozialen Infrastruktur mit sich bringt (Anhäufung von Wohnungsbeständen, größere Flexibilität bei der Verteilung und Umverteilung, Modernisierung von Bildungs- und Gesundheitseinrichtungen, Schaffung von Marktinfrastrukturen usw.);

– Ansiedlung von Industrieunternehmen im Hinblick auf eine stärkere Nutzung des Potenzials der Regionen, die Diversifizierung der regionalen Struktur der Wirtschaft und die Steigerung ihrer Effizienz;

– Gewährleistung der Effizienz der landwirtschaftlichen Produktion auf der Grundlage der zonalen Spezialisierung der Regionen;

– Entwicklung kleiner Unternehmen, um den vorrangigen Bedürfnissen der Bevölkerung und der Erhaltung des Produktionssektors gerecht zu werden;

– Versorgung der Bevölkerung und Produktion der Regionen mit Strom, Wärme, Gas und Wasser.

Eines der modernen Konzepte, die sich in den letzten Jahren in der Weltwirtschaftswissenschaft durchgesetzt haben, ist das Konzept des inklusiven Wirtschaftswachstums, das vielfältig ist.

Trotz der weit verbreiteten Verwendung des Begriffs „integratives Wachstum“ gibt es unter den Forschern keinen einzigen Standpunkt zu den Grundpositionen dieses Konzepts [3].

Im Falle einer räumlichen Wirtschaft sollte inklusive Entwicklung als die Notwendigkeit angesehen werden, die folgenden Positionen zu erreichen:

– Erhöhung des Lebensstandards der Bevölkerung in allen Regionen des Landes;

– Ausweitung und Erhöhung der Chancengleichheit für die Bevölkerung aller Gebiete des Landes beim Zugang zu sozialen Dienstleistungen und anderen öffentlichen Gütern;

– Sicherstellung der Chancengleichheit für die Bevölkerung aller Regionen mit lebenswichtiger staatlicher Infrastruktur;

– Abnahme der Vermögensschichtung der Bevölkerung in allen Arten von Regionen, in großen, mittleren und kleinen Städten und ländlichen Siedlungen;

– Verringerung des unermesslichen Elends im gesamten Wirtschaftsraum.

Zu den Bedingungen, die die räumliche Konzentration der wirtschaftlichen Aktivität beeinflussen, gehören:

– Faktoren der „ersten Natur“ (natürliche Ressourcen, geografische Lage), die die absoluten Wettbewerbsvorteile bieten und nicht von der Person und ihren Aktivitäten abhängen;

– Faktoren der „zweiten Natur“ (Humankapital, institutionelles Umfeld, Infrastruktur usw.), die sich aus der öffentlichen Politik und den menschlichen Aktivitäten ergeben und komparative Vorteile eines oder jenes Gebiets bieten.

Wir haben die Prioritäten und Richtungen der Politik der räumlichen Entwicklung der russischen Wirtschaft bestimmt:

– Systemische Kombination von wirtschaftlichen, sozialen und ökologischen Aspekten der Entwicklung des Territoriums;

– Bildung von Wachstumspunkten als Katalysator für die wirtschaftliche und soziale Entwicklung der Regionen;

– Erreichung der deklarierten Sozialstandards entsprechend der maximal möglichen Einwohnerzahl von Städten und Dörfern;

– Stärkung der Rolle der Städte bei der Gewährleistung einer nachhaltigen räumlichen Wirtschaft, Bestätigung des städtischen Lebensstils, der den Anforderungen der modernen Wirtschaft und zivilisatorischen Herausforderungen am besten entspricht, wobei ein Höchstmaß an Chancen bei der Wahl der Arbeitsplätze, der sozialen Dienste und allgemein der Selbstverwirklichung geboten wird;

– Gewährleistung der Ausgewogenheit der unternehmerischen Initiative, der Bedürfnisse des Investors und der systemischen Vision der Entwicklung der Region, die in den einschlägigen regionalen Strategiedokumenten zum Ausdruck gebracht wird, konsequente Umsetzung.

Bei der Gestaltung der Politik der räumlichen Entwicklung sollten die Positionen sowohl der Behörden als auch der Vertreter privater Unternehmen, staatlicher und öffentlicher Organisationen sowie der Öffentlichkeit berücksichtigt werden [4].

In regionalen Strukturen sind Konzepte wie Vielfalt, Integration, Solidarität, Partizipation schlecht vertreten.

Um die Prinzipien für die Umsetzung der Politik der räumlichen Entwicklung der russischen Wirtschaft zu entwickeln, ist es notwendig:

– die Einheit der strategischen Entwicklung der Territorien des Landes unter Berücksichtigung der Interessen der Regierung, der Wirtschaft und der Bevölkerung;

– die Nachhaltigkeit der territorialen Entwicklung, die in erster Linie auf der Entwicklung wissensintensiver Wirtschaftssektoren, der Verbesserung der regionalen Struktur und der Bereitstellung einer integrativen sozialen Entwicklung beruht;

– Übereinstimmung der strategischen Prioritäten für die territoriale und sektorale Entwicklung der Regionen, die zur Bildung wissensbasierter Wirtschaftssektoren nach den Grundsätzen der „intelligenten Spezialisierung“ beitragen;

– Einheitlichkeit und Systemcharakter, Wechselbeziehung und Interdependenz von strategischen Planungstypen in Gebieten unterschiedlichen Ranges;

– die Vielzahl von Zonen wirtschaftlicher Wirtschaftsentwicklung in der Region, die eine Netzwerkwirkung haben und in der Lage sind, die Umgebung so weit wie möglich in ihre Entwicklung einzubeziehen;

– Entwicklung von verschiedenen Arten von Partnerschaften in dem Gebiet;

– Offenheit und Publizität der Entscheidungsfindung im Bereich der räumlichen Entwicklung;

– Aufteilung der Gebiete in Typen und Differenzierung der Ansätze zu ihrer Entwicklung;

– die Konzentration von Ressourcen und Stadtentwicklungstätigkeit in den Punkten des Wachstums.

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SELECTION PARK RATIONAL STRUCTURE OF CRANE TRUCKS LIST OF LITERATURE

Abstract: To improve the return on equity of "Tuymazinskoe technological transport management" ("Tutti") Tuimazy city were encouraged to develop a financial strategy to expand its own financial resources by reducing costs "Tutti" LLC, which has been proposed to change the structure of the fleet of truck cranes.Rational structure park truck cranes must consist of seven cranes 6.3 m (AB-0632), three-carrying capacity of 10 tonnes (SMC10) and a carrying capacity of 16 tons. (CS-3561A) operating on diesel fuel, which will reduce the cost of mobile cranes content and for fuel.

Keywords: structure, capacity, technical equipment, fuel, transport costs.

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ВЫБОР РАЦИОНАЛЬНОЙ СТРУКТУРЫ ПАРКА АВТОМОБИЛЬНЫХ КРАНОВ

Аннотация: Для повышения рентабельности собственного капитала ООО «Туймазинское управление технологическим транспортом» («ТУТТ») города Туймазы было рекомендовано разработать финансовую стратегию наращивания собственных финансовых ресурсов за счет снижения затрат ООО «ТУТТ», для чего было предложено изменить структуру парка автомобильных кранов. Рациональная структура парка автомобильных кранов должна состоять из семи кранов грузоподъемностью 6,3 т (АВ-0632), трех грузоподъемностью 10 т (СМК-10) и одного грузоподъемностью 16 т. (КС-3561А), работающих на дизельном топливе, что позволит снизить затраты на содержание автокранов и на ГСМ.

Ключевые слова: структур, грузоподъемность, техническая оснащенность, расход топлива, транспортные затраты.

Выбор рациональной структуры парка автомобильных кранов в ООО «ТУТТ» является важным этапом на пути снижения затрат по выполнению погрузочно-разгрузочных работ в ООО «ТуймазинскоеУТТ».

Для выбора рациональной структуры парка первоначально необходимо сравнить затраты на содержание парка автомобильных кранов при существующей его структуре и при предлагаемой структуре при неизменном объеме услуг, оказываемых грузоподъемными механизмами [3, С. 5–6].

Затраты (З) определяют по формуле:

$$З = (c_1П_1 + c_2П_2 + c_iП_i) \times Q, \qquad (1)$$

где c_1, c_2, …, c_i – стоимость 1 ч нахождения в наряде автокранов различной грузоподъемности;

$П_1$, $П_2$ ….$П_i$ – число автокранов одинаковой грузоподъемности;

Q – годовой объем оказанных услуг автокранами.

Исследование и хронометрирование выполнения производственных процессов с участием автомобильных кранов проводили в Туймазинском районе филиала ОАО АНК «Башнефть».

На балансе Туймазинское УТТ находится 11 автомобильных кранов: КС-2561 (1), АВ-0632 (1), АК-8 (5), СМК-10 (1), КС-3562А (2), КС-4561А (1).

Достижение оптимальной производительности работы автокранов осуществляется рационально подобранной структурой парка автомобильных кранов.

Результаты исследований и хронометражных наблюдений [1, С. 49–57], а также анализ данных о весовых характеристиках перемещаемых грузов и частоте их перемещений (при монтаже-демонтаже бурового и нефтепромыслового оборудования, различных ремонтно-восстановительных работах, погрузке-разгрузке оборудования и материалов, монтаже строительных конструкций) показали, что наиболее часто требуется перемещать грузы весом до 5 т. (компрессоры, сепараторы, бурильные и обсадные трубы, дизели, глиномешалки, глинопорошок, химреагенты, строительные конструкции и материалы), которые составляют более 60% от их общего числа. Поэтому в данном случае наиболее рациональным является использование серийно выпускаемых автокранов грузоподъемностью 6,3 т.

Результаты практического расчета показали, что их число может составлять 7, с учетом числа обслуживаемых объектов, расстояний между ними, числа заявок на производство работ и коэффициента использования парка автокранов.

Значительно реже необходимо перемещать грузы весом до 10 т. (детали, оснований установок, различные емкости, насосные агрегаты), которые составляют около 30% от их общего числа. Расчеты показали, что для обслуживания этих предприятий вполне достаточно трех автокранов грузоподъемностью до 10 т. В редких случаях появляется необходимость в перемещении грузов весом до 15–16 т. (редукторы, некоторые виды насосов), которые составляют около 10% от их общего числа. Для этих работ необходим один автокран грузоподъемностью 16 т., выполняющий работы, которые другие грузоподъемные механизмы не в состоянии сделать из-за малого вылета стрелы.

Таким образом, требуется семь кранов грузоподъемностью 6,3 т., три грузоподъемностью 10 т. и один грузоподъемностью 16 т.

Норматив технической оснащенности автокранами по Краснохолмскому нефтедобывающему району определяется как отношение общего числа автомобильных кранов к общему числу скважин эксплуатационного фонда [2, С. 43–45]. Этот показатель взят из тех соображений, что деятельность всех предприятий нефтегазодобывающего объединения в конечном итоге сводится к строительству, обслуживанию и эксплуатации скважин для добычи нефти и газа.

Расчет производим укрупненно на 100 скважин эксплуатационного фонда. Тогда норматив технической оснащенности:

$$N = B / K \times 100 = 11 / 529 \times 100 = 2{,}079, \qquad (2)$$

где B – общее число автомобильных кранов, используемых в Туймазинском районе;

K – общее число скважин эксплуатационного фонда по Туймазинскому району.

Аналогично рассчитывают нормативы технической оснащенности автокранами различной грузоподъемности:

$$N_{6,3} = 7 / 529 \times 100 = 1{,}323;$$
$$N_{10} = 3 / 529 \times 100 = 0{,}567;$$
$$N_{16} = 1 / 529 \times 100 = 0{,}189.$$

Экономическая целесообразность выбора такой структуры парка определяется сравнением годовых затрат на содержание всего числа автокранов при существующей и предлагаемой структурах парка.

Подставив значения $с_1$ и $П_1$ при предлагаемой и существующей структурах парка автокранов и неизменной среднегодовой объем оказываемых ими услуг Q = 2120 машине × ч в формулу (1), определим, что стоимость оказываемых кранами услуг при предлагаемой структуре парка ниже, чем стоимость этих услуг при существующей:

$З_{пр.} = (282{,}56 \times 1 + 282{,}56 \times 1 + 323{,}40 \times 5 + 342{,}29 \times 1 + 411{,}74 \times 2 + 411{,}74 \times 1) \times 2120 = 3416{,}53 \times 2120 = 7243{,}04$ тыс.руб.,

$З_{сущ} = (282{,}56 \times 1 + 282{,}56 \times 1 + 323{,}4 \times 5 + 342{,}29 \times 1 + 411{,}74 \times 2 + 411{,}74 \times 1) \times 2120 = 3759{,}63 \times 2120 = 7970{,}42$ тыс.руб.

$З_{сущ.} - З_{пр.} = 7970{,}42$ тыс.руб. $- 7243{,}04$ тыс.руб. $= 727{,}38$ тыс.руб.

Уменьшение транспортных затрат от выбора рациональной структуры парка автомобильных кранов в ООО «ТУТТ» составит: 727,38 тыс.руб.

Кроме того, преобладание кранов повышенной грузоподъемности в структуре парка ведет к увеличению транспортных затрат – более мощная техника потребляет и большее количество топлива [5, С. 37–40]. Например, расход топлива на 1 мото × ч работы у автокрана КС-4561А грузоподъемностью 16 т. в 1,4 раза выше, чем расход у автокрана СМК-10 грузоподъемностью 10 т.

Необходимо отметить, что серийно выпускаемые автомобильные краны работают как на бензине, так и на дизельном топливе [4, С. 65–70]. Поскольку оптовая цена 1 т. бензина Н-80 (нормаль) равна соответственно 12712 руб., а 1 т. дизельного топлива 13559 руб., то преобладание подвижного состава с дизельными двигателями над автокранами с карбюраторными в структуре парка является важным фактором при экономии топливно-энергетических ресурсов и ГСМ как транспортного предприятия, так и объединения в целом.

Выбор марки автокрана из наличия погрузочно-разгрузочных средств одинаковой грузоподъемности зависит от нескольких факторов: первоначальной стоимости, затрат на его содержание, расхода ГСМ. При этом наиболее важный фактор – расход ГСМ (таблица 1), поскольку первоначальная стоимость и затраты на содержание автокранов одинаковой грузоподъемности практически равны для всех марок.

Вид и расход топлива автокранами приведен в (таблице 1).

Таблица 1.– Вид и расход топлива автокранами

Марка крана	**Применяемое топливо**	**Норма расхода топлива на 1 мото*ч работы / 100 км пробега, л**
КС-2561	Бензин	6,2/39,0
АВ-0632	Дизельное топливо	5,3/42,9
АК-8	Бензин	10/70
СМК-10	Дизельное топливо	6,4/33,9
КС-3562А	Дизельное топливо	6,9/34,5
КС-4561А	Дизельное топливо	8,8/57,3

При сравнении расхода горючего у авто кранов грузоподъемностью 6,3 т. КС-2561М на базе ЗИЛ-131Н и АВ-0632 на базе «Татра-815» видно, что у первого расход ГСМ на 1 мота × ч работы выше. Кроме того, ЗИЛ-131 работает на бензине, а «Татра-815» – на дизельном топливе. Поэтому представляется экономически целесо образным применение автокрана АВ-0632 на шасси Татра-815.

При сравнении расхода топлива у автокранов грузоподъемностью до 10 т. СМК-10 на базе МАЗ-5334 и грузоподъемностью 8 т. АК-8 на базе

«Урал-375» видно, что у первого расход ГСМ ниже. Кроме того, МАЗ-5334 работает на дизельном топливе, а не на бензине, как «Урал-375». Очевидно, что экономически целесообразнее применять автокран СМК-10.

Из автокранов грузоподъемностью 16 т. КС-3562А на базе КамАЗ-53234 и КС-4561А на базе КрАЗ-257, работающих на дизельном топливе, предпочтение можно отдать первому, поскольку расход ГСМ у него ниже.

В результате проведенных расчетов и анализа технических характеристик автомобильных кранов, предлагаемая структура парка по маркам для ООО «ТУТТ» принимает следующий вид:

АВ-0632 (7),

СМК-10 (3),

КС-3561А (1).

Все автокраны работают на дизельном топливе.

Расчеты показывают, что средняя норма расхода ГСМ на 1 мота × ч работы навесного оборудования существующего парка автокранов составляет: 56,3 (бензин) и 34,3 л (дизельное топливо).

Годовой расход ГСМ на обеспечение работы навесного оборудования автокранов составит:

$$Q_1' = N_1' \times T_y \qquad (3)$$

где N_1' – существующая средняя норма расхода бензина и дизельного топлива на 1 мота × ч работы навесного оборудования автомобильного крана;

Т – среднегодовое время работы навесного оборудования парка автокранов, равное 1100 мота × ч; γ – удельный вес бензина или дизельного топлива, соответственно равный 0,75 и 0,85 Н/м^3.

Отсюда:

$Q_{1\,б}$ = 56,3 × 1100 × 0,75/1000 = 46,5 т;

$Q'_{1\,д.т}$ = 34,3 – 1100 × 0,85/1000 = 32 т.

Средняя норма расхода ГСМ одного автокрана на 100 км пробега существующего парка составляет 54,9 л. (бензин) и 41,6 л (дизельное топливо). Годовой расход ГСМ на переезды существующего парка автокранов:

$$Q_2' = N_2' / 100 \times L_\gamma , \qquad (4)$$

где N_2' – средняя норма расхода ГСМ на 100 км пробега автокранов с карбюраторными и дизель ными двигателями существующего парка авто кранов;

L – среднегодовой пробег автокранов с кар бюраторными и дизельными двигателями, соответственно равный 134750 и 52662 км.

Отсюда:

$$Q'_{2b} = 54{,}9 / 100 \times 134750 \times 0{,}75 / 1000 = 55{,}5T$$

$$Q_{2ДТ} = 41{,}6 / 100 \times 52662 \times 0{,}85 / 1000 = 18{,}6T$$

Общий годовой расход ГСМ при существу ющей структуре парка автокранов:

$$Q'_{ОБЩ} = Q'_б + Q'_{ДТ} , \qquad (5)$$

Где $Q'_б, Q'_{ДТ}$ – годовой расход соответственно бензина и дизельного топлива.

$$Q'_б = Q'_{1б} + Q'_{2б} = 46{,}5 + 55{,}5 = 102T ;$$

$$Q'_{ДТ} = Q'_{1ДТ} + Q'_{2ДТ} = 32{,}1 + 18{,}6 = 50{,}7T ;$$

$$Q'_{ОБЩ} 102 + 50{,}7 = 152{,}7$$

С учетом оптовых цен на бензин и дизельное топливо затраты на ГСМ при существующей структуре парка за год составят:

$$З'_б = 12712 \times 102 = 1296{,}62 \text{ тыс.руб.};$$

$$З'_{ДТ} = 13559 \times 50{,}7 = 687{,}4 \text{ тыс.руб.};$$

$$З'_{ОБЩ} = 1296{,}62 + 687{,}4 = 1984{,}02 \text{ тыс.руб.},$$

где $З'_б$, $З'_{ДТ}$, $З'_{ОБЩ}$,– затраты соответственно на бензин, дизельное топливо и общие.

Годовой расход ГСМ для обеспечения работы навесного оборудования предлагаемого парка автомобильных кранов рассчитаем по следующей формуле:

$$Q_1'' = N_1'' \times T_y , \qquad (6)$$

где N_1'' – средняя норма расхода ГСМ (дизельного топлива) на 1 мото × ч работы навесного обору дования автокрана при предлагаемой структуре парка.

Отсюда:

$$Q_1'' = 65{,}1 \times 1100 \times 0{,}85 / 1000 = 60{,}9T .$$

Годовой расход ГСМ на переезды предла гаемого парка автокранов рассчитывают по формуле:

$$Q_2'' = N_2'' / 100 \times L_y, \qquad (7)$$

где N_2'' – средняя норма расхода ГСМ (дизельного топлива) на 100 км пробега автокранов при предлагаемой структуре парка, равном 37,1 л.

Отсюда:

$$Q_2'' = 37{,}1 / 100 \times (134750 + 52662) \times 0{,}85 / 1000 = 59{,}1T.$$

Общий годовой расход ГСМ (дизельного топлива) при предлагаемой структуре парка составит:

$$Q_{ОБЩ}'' = 60{,}9 + 59{,}1 = 120\ T$$

что в стоимостном выражении имеет вид:

$$З_{общ}'' = 13559 \times 120 = 1627{,}08 \text{ тыс.руб.}$$

Таким образом, экономия ГСМ при предлагаемой структуре парка автокранов составит, по сравнению с существующей структурой:

$$Q_{общ}' - Q_{общ}'' = 152{,}7 - 120 = 32{,}7\ T \text{ и}$$

$$З_{общ}' - З_{общ}'' = 1984{,}02 - 1627{,}08 = 356{,}94 \text{ тыс.руб.}$$

Общая сумма снижения транспортных затрат по ООО «ТУТТ» при предлагаемой структуре парка по сравнению с существующей складывается из экономии средств на содержание автокранов, на ГСМ и из снижения ежегодных нормативных отчислений:

727,38 + 356,94 = 1084,32 тыс.руб.

На основании проведенных исследований можно сделать следующие выводы:

– выбор рациональной структуры пар ка автокранов по грузоподъемности ведет к снижению транспортных затрат;

– при предлагаемой структуре парка автокранов сокращается номенклатура грузоподъемной техники по сравнению с существующей структурой, что дает возможность улучшить материально-техническое обеспечение ООО «ТУТТ» запасными частями, материалами и облегчить проведение ремонтно-восстановительных работ;

– применение указанного метода подбора раци ональной структуры парка позволяет определить нормативы технической оснащенности, потребность и рациональный подбор автомобильных кранов.

Среди автомобильных кранов одинаковой грузоподъемности целесообразнее использовать те, у которых базовая модель с дизельным, а не с карбюраторным двигателем, поскольку:

а) расход топлива у первых ниже как при работе навесного оборудования, так и при переездах;

б) дизельный двигатель более надежен и экономичен в эксплуатации;

– переход на дизелизацию автомобильных кранов позволит значительно сократить расход топливно-энергетических ресурсов;

– замена автомобильных кранов, работающих на бензине, дизельной техникой оказывает решающее влияние на снижение транспортных затрат по нефтедобывающему объединению, поскольку экономия средств на ГСМ составляет 60% от общей суммы экономического эффекта при рациональном подборе парка автокранов по грузоподъемности и маркам.

Расчет экономической эффективности предло женных мероприятий показал следующее:

а) выручка предприятия увеличится на 92113 тыс.руб.;

б) затраты предприятия снизятся на 21906 тыс. руб.;

в) чистая прибыль увеличится до 16105 тыс. руб.,

г) собственные финансовые ресурсы увели чатся на 15412 тыс.руб.

д) рентабельность собственного капитала увеличится с 84,72% до 99,23%.

Внедрение предложенного мероприятия также позволит восстановить платежеспособность и финансовую устойчивость ООО «ТУТТ».

Таким образом, разработанные в исследовании мероприятия по повышению эффективности системы управления финансовыми ресурсами являются реальными, эффективными и могут быть с успехом реализованы в ООО «ТУТТ».

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Section6. Economic theory

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GENETICALLY-MODIFIED (GM) CROPS: SUSTAINING OR DESTRUCTING AGRICULTURE – THE CASE OF MONSANTO

Abstract: This research considers the controversial invention of genetically-modified organism (GMO) which is currently widely marketed by Monsanto Inc. has heightened the interests of various opposing opinions of stakeholders from the grocery stores to discussion forums and government meetings between for and against the accelerate production of GMO – especially leaded by Monsanto. Overall, it is about ethics applied in fields of bio-technology, agriculture and business. Whether GMO Crops would bring a promising "Sustainable Agriculture", as published by Monsanto or a destructing invention with interfere in the nature, farmers' business, consumers' health and overall Agriculture industry. This paper would review the nature of GMO, ethics and analyze the case through stakeholders' viewpoints to decide which action should be done for the issue to be resolved.

Keywords: GMO, Monsanto, agriculture, debatable, ethics.

1. Introduction

The twentieth and now twenty first century has witnessed enormous, unsurpassed process of technological development, but it is also when the humanity truly comprehend the social and environmental consequences of those inventions (Korthals & Thompson ed. 2007), one of which is the on-going efforts of bringing genetically-modified crops from laboratory rooms to field environments that led to the controversy regarding ethics, legal and social issues Knols & Bossin [11]. As the fore-front within this industry, Monsanto has been the target of various lawsuits and criticism surrounding these GM crops with nicknames of "Mon Satan who produce Frankenfoods" (Robin 2010).

Monsanto is the leader within herbicides and seeds industry, with original from a chemical business since early 20th century. The company also owns the top seed supplying companies through its American Seeds Inc. (source: Monsanto company). For its GM products, Monsanto has been aggressively navigate a number of PR efforts, one of which is the company commitments for Corporate Social Responsibility (CSR) of Sustainable Agriculture through innovative science to meet the needs of growing populations and help to enhance people's lives everywhere (Monsanto website). However, in opposition with such commitments, scandals and doubts regarding CSR and ethics have continuously approach Monsanto and its agriculture business, namely: concerns about food safety (impacts of human health), impacts on farmers, shifting power within the agriculture industry (Korthals & Thompson ed. 2007). Hence, this phenomenon raised a head-aching questions: "Whether GMO invention would open the era for Sustainable or Destructing Agriculture?" In order to answer the above question, this research would first review in depth the meaning of ethics and GMO plants, it then introduce the methods of research and later open a forums of discussions for the issues regarding ethics as well as norms, principles & values surrounding the invention of GMOs. Expectations from stakeholders and alternatives courses of actions is presented to conclude for the best solution. Finally, limitations and conclusion for the research would be a close for this research. The image below shows the percentage of using GMOs in the US in 2010.

2. Literature review

2.1. Ethics

For thousands of years, ethics has always been the branch of philosophy which deals with morality that human examines Mika [21]. In another wordings, it also can be understood as the theoretical treatment of moral phenomena (Lewy 1985). In verbal interpretations, t is concerned with distinguishing between right and wrong, between ought to do and not to in humans actions. The question is what we ought be doing and which principles that guides us from doing wrong things O'Leary [37]. Three parts of ethics can be classified into: applied ethics, normative ethics and meta-ethics: Meta-ethics deals with theoretical part, normative invests in more practical approach to create moral standards within different human societies and finally applied ethics for discussion for moral way of acting within controversial situation Mika [21]. Within any context, Kehoe (2008) suggested that the ethics problems are often "clouded" within ambiguity, insufficient information, and multiple viewpoints with conflicting roles of responsibilities. Rather than merely acknowledgement of ethics, ethics should be applied to come alive in practical for a business situation. Alongside with published academic disciplines, ethics is currently use as the label for new inventions in the field of science and technology, in short, it has become a public policy affair Schicktanz et al. [28]. Hence, such trends are where Corporate Sustainable Social Responsibility (CSR) roots, where entities needs to seriously consider the impacts of its actions on the society as a whole Carroll & Buchholtz [5].

2.2. GMO Plants

The rationale behind researches of GMO can be explained through humans' thrust for understanding the biological system and further find application in commerce with high-yield & anti-diseases plants (Parekh 2004); Paarlberg [25]. GMO is part of the agri-food biotechnology – the technology involves manipulation of plants through physical, chemical or biological means, and also remains as the most controversy part of it. As well-acknowledged in biotechnology science, each living organism is constructed from cells, in which comprised of a long, folded DNA molecule (gene) containing hereditary information that only could be transferred for later generations through sexual reproduction form. Yet, this sole natural reproduction is possible only within same-specie individuals. However, on the other hand, biotechnological discoveries have found that except from the arrangement order and numbers of DNA types within each gene, DNA from any organism is stated to be physically and chemically similar Strayer [35]. Therefore, it is possible for scientists to transfer desirable characteristics from organism to organism regardless of species, whether being plants, animals or human, etc Anilakumar & Bawa [1]. It is then imaginable for a tomato plant to contain cold-water fish's gene for cold weather resistance. In 19^{th} century, chemical strategies had assisted farmers to protect crops from overwhelmed growth of weeds and insects, yet on the other hand, found to have dramatically damaged the environment from soil to water and act as a threat to living creatures – significantly human's lives Zimny & Vries [26]. The possibly of artificially create desirable traits through gene transfers or modifications, which resulted in GMO invention has opened a new horizon for human to avoid such damages. Three major approved classification of GMO are herbicide tolerance (75% – represented by NK603 Roundup herbicide tolerant maize of Monsanto Séralini et al., [31], insect resistance (18% – significantly GM cotton plants contains Bt toxins Schuler et al. [36], and stacked genes (both herbicide and insect tolerance) (7%) Myhr & Traavik [23]. As foreseeable results, GMO was claimed by its developers to be providing a method of weed and insects control while decreasing damages made to plants, hence increase agriculture productivity. This would first benefits farmers, then further lower food price for end-customers and ideally helps the human race prepared for a booming population. In contrast, the groups of offenders claimed that an application of GMO provides a threats to human health as well as the diversity of ecosystem. Regardless of options, the fact is that there is inadequate justified scientific information regarding GMO's effects Myhr & Traavik [24] while application of GMO plants on real-life fields are excessively implemented by giant "Too-big to fail" companies like Monsanto Morris [22].

Table 1. – Example of forcing foreign genes. Reproduced from Imgbuddy 2015

Trait	Advantage	Sample Product
Rest-Resistance	Less damage by insect virus, bbacteria,etc	Corn
Herbicide-Resistance	Hebicides will kill only weeds, not crops	Cotton
Delayed Ripening	Can be shipped with less damage	Tomato
Miniature size	Improved eatsng quality	Watermelon
Improved Sweetness	Better tasting	Sweet peas
Cold-Resistance	Withstands freezing and thawing	Strawberreies
High Starch	Absorbs less oil when fried	Potato
Polyester Gene Added	Better fiber properties	Cotton
Growth Hormone Added	Faster growth	Salmon
Hepatitis B Virus Protein Added	May provide immunity to Hepatitis	Banana

3. Methodology

In order to conduct this research paper, the Google scholar search engine, specifically secondary data, has been used. It mainly contains academic journals, of which selected journals are taken as supporting demonstrations for the current situation of tobacco industry. Besides, thanks to various sources including research, experiments, investigations and achievements of experts in RMIT online library, additional analytical evidences could also be collected from the search engine of Google scholar. The effect of GMOs would be supported by information and evidence derived from an analysis of past research papers. Through analysis and review of GMS nature as well as case study, the solutions for the issue will subsequently be determined. There are several steps in the approach including:

- Collecting information for the case of Monsanto;
- Setting AAA approach as an outline for the assessment of the case study;
- Studying academic journals which are related to stakeholders' viewpoints to understand the ethical issues;
- Applying ethical philosophies to fortify the viewpoints.

This paper will propose the optimal alternative course of action of GMOs in association with business, environment and nature, consumers' health and the Agriculture in general.

4. Discussion

4.1. Ethical issues:

Conflict between Intellectual property rights and farmer's rights:

Ever since the first successfully approved patent for the commercial production and distribution of GM seeds – Calgene's Flavr Savr in 1992 as well as conclusion from US Authorities about the nonsignificant harm of GMO to human health in 1987 & 1992, GMO seeds suppliers such as Monsanto, Syngenta, Pioneer have continuously and routinely registered for patents their products (seeds) and traits-based proprietary methods, therefore, borrowing the coercive power of authorities, with every selling transaction, seed purchasers are required to sign and strictly comply with ownership & seed usage (Lerner & Lerner ed. 2012). Such actions are prompted by firstly – the competitive global markets where fast innovations along with intellectual property is critical for corporate profits and strategies (Sakar 2004) and secondly – to sustain the qualified GM seeds' genes for future agriculture development through annual funding (Goldsmith 2001). Farmers – seed buyers is required to enter into a multi-term "lease contract" with suppliers, mainly about not to reuse, resell the seeds and further allow 'gene-polices' from agents to enter their lands to examine the proper use of GM seeds. Any breach of contract would result in serious penalty. While farmers' inveterate cultivation methods have usually been saving the best seeds for next growing seasons, such legal efforts from GM seed suppliers have proposed a brand new method of cultivating. According to Shand [32], companies – significantly Monsanto has went beyond their intellectual property rights, in another words, signed an unfair contract to farmers and violate their own fundamental privacy rights through allowing inspectors to monitor & test their crops; dictate farming technologies and add unreasonable post-harvest liability. In details, each individual farmers have to take additional charge of protecting GM plants from any loses, damages to GM products, regardless of intentionally (reuse, resell, etc.) or unintentionally (GM plants got affected by pollens carried by insects, winds to and from nearby non-GMO farms. On the other hand, non GMO seeds users are also affected by this policy, in fact, several infamous case laws was held between Monsanto and organic farmers: the case of Hoffman v Monsanto Canada Inc. (2007), Monsanto Canada Inc. v Schmeiser (2004) (both are won by Monsanto). Moreover, that about 475 lawsuits, exact number unidentified, has been filled by the company against farmers for bleaching the agreed contract could illustrate the monopoly tendency of Monsanto.

Conflict between commercial benefits and health safety & ecosystem diversity risks:

Application of innovative technologies should be balanced between economical vs. social rationale through cost-benefit principle and ethical aspects Ciliberti & Molinelli [6]. At a level, the GM controversy is primarily about the question whether GMO would propose risks to human health and the environment (Falkner [11]). Even it was official stated by recent reviews on GM food safety that GM products were safe, it is believed that scientific results would never be enough to justify such an important as aspect such as health safety and environmental aspects Séralini et al. [8]. Parekh (2004) stated that adding alternative or addition types of DNA into species genes would purpose undesirable consequences as the environment is complex, environmental conditions are uncontrollable, together with the ecosystem, whether human body would be affected by the planting of GM crops is uncertain but possible. Considerably, GM food is beneficial in growing crops in unfavorable locations, resistant to herbicides and insects, results in foreseeable commercial benefits to farmers, together to Monsanto and later increase crop yields to solve poverty and hunger problems around the globe. However, GM plants are only rather new inventions without much long-term examination on human body Levidow & Carr [20]. Besides, such invention namely Roundup Ready (Roundup herbicide tolerant) crops from Monsanto propose a question mark regarding its DNA gene's ingredients – how can they be that strong to tolerate a toxic herbicide?

Human are evidently helped or hurt by the condition of their environment, hence, they must earn their price for consuming their surrounding environment Holmes [14]. Similar to any artificial subject, this GM technology potentially can directly and indirectly disrupt natural biological diversity. Not only would it claimed to reduce the number of species (as old plants are eliminated and not continued), it also takes effects on behaviors of both pests and beneficial arthropod predators and parasitoids. Arthropod predators and parasitoids can be understood as natural enemies to harmful pests. The change in plant's traits would first affect population of pests and also that of parasitoids and predators, which is called a tri-trophic system as in ecological term Schuler et al. [28]. For example the application of Roundup Ready pants, the number of weeds would decreases, however, its natural arthropod predators – herbivores such as fire ants would decrease within nearby neighbors (Pullaro at al. 2006).

4.2. Norms, principles and values:

Stakeholders' expectations:

Farmers:

GMOs seeds have been modified by forcing the foreign genes such as bacteria, viruses, insects, animals or even humans from one piece to other piece. Farmers have quickly adopted the technology. There are several expectations widely held that GM seeds can assist famers growing the yields together with fewer applications of pesticides and herbicides and increased profits Kruft [18]. However, the technology of GM seeds and the attendant legal issues increase factors that might against a farmer themselves by entering into a multi-term "lease contract" with suppliers. In fact, famers have to pay a huge of money to purchase GMO seeds and have burdened themselves with 'gene-polices'. Famers might expect to reduce price of seed in order to increase cost.

End-Customers

GMOs might be the appropriate choice in the situation of shortage food with high price. GM food is beneficial in growing crops in unfavorable locations, resistant to herbicides and insects, results in foreseeable commercial benefits to farmers, together to Monsanto and later increase crop yields to solve poverty and hunger problems around the globe. However, GM plants are only rather new inventions without much long-term examination on human body Levidow & Carr [20]. End-Customers can not recognize any negative effect on the next two or three generations. Thus, End-Customers expect to know aspects such as health safety and environmental aspects

4.3. Alternative course of actions and Consequences:

In fact, there are different perspectives in stakeholders' expectations as well as the company's expectations that the ethical issue of whether or not maintain producing and developing GMOs will continue a big discussion. Those who are realize the serious perspective of shortage food and the company, who want to make profit, will support to the development of GMOs. However, stakeholders who care for their health and next generation's health will favor to disagree with the argument of "GMOs being Sustainable Agriculture". Two alternative courses of action are discussed. First course of action is based on the viewpoint of those who agree to grow GMOs crops by developing GEOs. After that, the second course of action being organic Farming is represented as a more sustainable alternative to GMOs.

– i. Genetically Edited Organism Crops

In order to satisfy the desire to cover the serious issue of shortage food together with avoiding forcing foreign genes into another entirely unrelated species, CEOs that is more acceptable to the public. According to Kanchiswamy [16], "Genetically Edited Organisms (GEOs) as a preferable alternative to gene-insertion-based Genetically Modified Organism (GMO) crops". GEOs is known as a very specific kind of GMOs because experts produce GEOs by using the bound of plant itself natural genetic information. To be more clarify, plant are employed genetic tweaks including insertion, deletion, or altering existing genes of interest. As a consequence, that is straightforward to recognize that GMOs and GEOs are considered as forms of genetic modification but different characteristic. Obviously, GEOs, by using the bounds of its own natural genetic information, seems to be more natural than GMOs, transgenic crops. Therefore, regarding to Stallard, B2014, "Transfer of foreign genes was the first step to improve our crops, but GEOs will surge as a 'natural' strategy to use biotechnology for a sustainable agricultural future". Banana, for example of genetic tweaks designed to increase the amounts of natural ingredients, which is known as high in carbs, potassium, magnesium and low glycaemia index, is proposed versions of "super bananas". Super banana is added more vitamin A and in fact, that they are genetically-edited not genetically-modified. Therefore, GEOs product has a very high in productivity with greater quality to compare to the conventional one. Consequently, Genetically edited organism which is create superior phenotypes of fruit crops, might be reached with larger acceptance by public to compare to genetically modified organisms (GMOs) by its own natural interest genetic.

– ii. A More Sustainable Alternative to GMO's is Organic Farming.

Organic farming is a natural system of production crop and livestock that combines biodiversity, biological activity and biological cycles without using pesticides, fertilizers, genetically modified organisms, antibiotics and growth hormones & Lennartsson [12]. Recently, many countries in the world trend to develop organic agriculture. (See Figure 1 & 2).

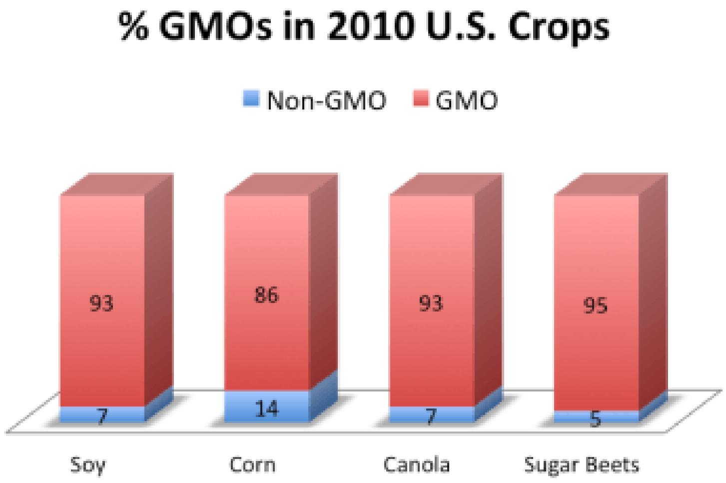

Figure 1. Reproduced from Imgbuddy 2015

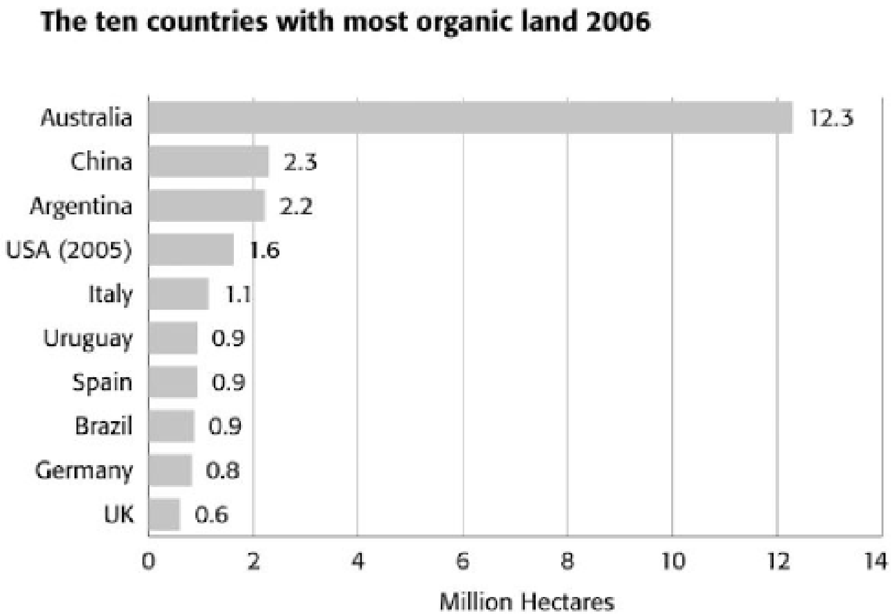

Figure 2. Reproduced from Helga, Minou & Neil 2010

However, by apply the method of this nature system, there are some advantages and disadvantages. According to BBC News (2015), In terms of Advantages, firstly, without using of fertilizers, herbicides and pesticides, Organic farm system can protect the environment, farm workers 'health and reduce the pollution of ground water. Furthermore, by no choosing to use the manure, the soil might be protect in better situation. Moreover, Organic products are fresh and healthier food to compare to non-organic products. In terms of disadvantages, firstly, organic farmers have to consider in many factors such as crops, fertility building, weed management, pests, disease and protection cropping. Obviously, organic products has higher damaged by pests and diseases. Furthermore, cost for labour is higher because weeds are often removed mechanically. Moreover, building protective cropping is an important part of organic production such as crop covers, clothes/low-tunnels, polytunnels, greenhouse cropping. (see Figure 2.). Therefore, products produced organically are more expensive up to 40% more Gathers & Lennartsson [12]. Furthermore, the crop yield of organic agriculture is lower approximately 20% to compare to non-organic farming Gathers & Lennartsson [12]. Organic farming cannot satisfy food that is required because of the booming of world's population.

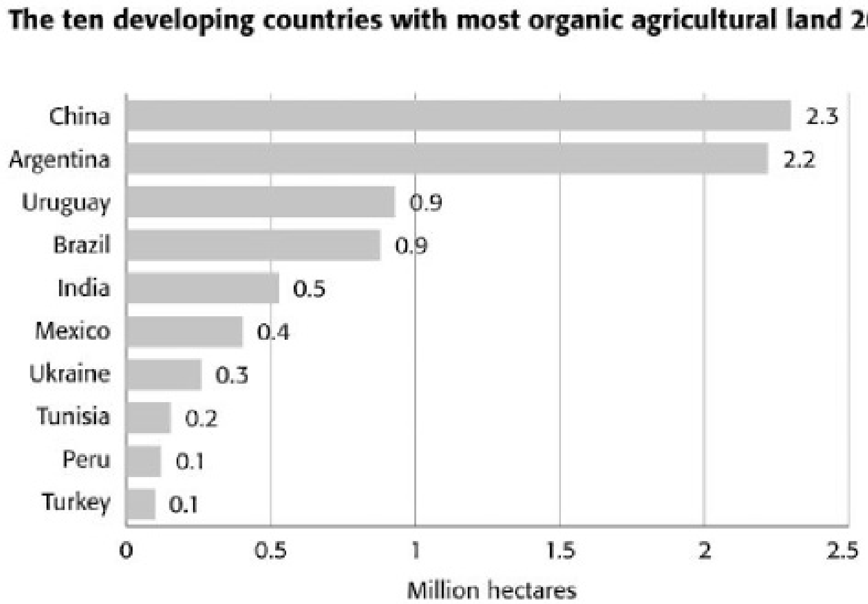

Figure 4. Reproduced from Helga, Minou & Neil 2010

4.4. Best course of action and Decision:

The best course of action is the one that occur together without problems or conflict with the ethical norms and values. Based on two alternative course of actions above, the best ethical decision is developing Genetically Edited Organism Crops. According to Kanchiswamy [16] GEOs generates avoiding worried that the unnatural (foreign) genes can result in unforeseen consequences. Moreover, due to the booming of populations, GEO techniques might be the best appropriate solution.

5. Limitation

It is undeniable that there exist some limitations in the research albeit a careful preparation in depth. First of all, due to the limit of time, the research could only examine some typical aspects of the issue, of which some are not fully presented in details.

Moreover, the number of prior research for the topic of GMOs is, in fact, not large enough. Therefore, some documents are subjective to the stakeholders' viewpoints which may not be practical. GMOs is still a new topic for the masses. Furthermore, the use of

GMOs does not indeed produce immediate impacts, so it is quite challenging to address negative effects directly caused by it. for further research and development attention in the future.

6. Conclusion

In conclusion, although GMOs is an effective solution for shortage food because of the booming of population, it still lead to an unforeseen consequences for environment and human health. In Monsanto case, GMOs is produced to cover the issue of shortage food as well as to reduce the price of food. However, GMO was claimed by its developers to be providing a method of weed and insects control while decreasing damages made to plants, hence increase agriculture productivity. This would first benefits farmers, then further lower food price for end-customers and ideally helps the human race prepared for a booming population. In contrast, the groups of offenders claimed that an application of GMO provides a threats to human health as well as the diversity of ecosystem. Therefore, based on the best public's interest, GMOs is produced unethically because it harms society's health and environment. An ethical person in Monsanto case will very likely to choose developing GEOs because this method satisfies the desire to cover the serious issue of shortage food together with avoiding forcing foreign genes into another entirely unrelated species. CEOs that is more acceptable to the public.

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