УДК 658.7.003 JEL R41, L91

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НАПРЯМИ ЗБАЛАНСОВАНОГО РОЗВИТКУ УКРАЇНСЬКОЇ ТРАНСПОРТНОЇ СИСТЕМИ В УМОВАХ ГЛОБАЛІЗАЦІЇ РИНКУ ТРАНСПОРТНИХ ПОСЛУГ

Актуальність. Актуальність проблеми розвитку трансекономічних зв'язків, вигідне геополітичне становище України, яка знаходиться на перетині найважливіших торгових шляхів, розкриває економічні умови та регіональні аспекти створення логістичних транспортно-розподільних систем при формуванні стратегії обслуговування транспортних вантажопотоків через територію України.

Також тенденції розвитку глобалізації економіки визначають розширення виробничих зв'язків та міжнародної економічної кооперації. Проте нерівномірний постійний ріст транснаціональних і трансграничних потоків та міжнародного транзиту зумовлює нові задачі та проблеми управління товарними та грошовими потоками.

Мета та завдання. У числі пріоритетних напрямків транспортної політики, поряд з розвитком технічних засобів транспорту, необхідністю оновлення його основних фондів на якісно новому рівні, впровадження нових прогресивних технологій, інформатизації перевізного процесу, виділяються проблеми забезпечення координації діяльності різних видів транспорту, розвитку інтермодальних перевезень вантажів по міжнародним транспортним коридорам, комплексного вирішення регіональних транспортних завдань, інтеграції українського ринку транспортних послуг у світову транспортну систему.

Результати. Найважливішим теоретичним та практичним завданням ϵ побудова системи комплексного управління збалансованістю інтересів і ефективністю функціонування інтегрованих транспортних систем.

Слід звернути увагу на принципове значення для України морегосподарського комплексу. Роль морегосподарського комплексу не усвідомлена в достатньому ступені, тому не розроблена цільова національна програма стійкості функціонування торгового флоту, морських портів, суднобудівної бази і сервісних підрозділів комплексу. Управління стійким розвитком транспортної складової морегосподарського комплексу має здійснюватися відповідно до методу, наведеного (формула 1). Тоді параметри стійкості морського транспортного комплексу повинні регулюватися на основі принципу достатності потенціалу по макроекономічним результатами.

Висновки. Участь національного флоту і портів у розвитку інтеграційних процесів на транспорті в умовах глобалізації світової економіки має ґрунтуватися на організаційно - економічних передумовах формування і розвитку інтегрованих транспортно-розподільних систем на регіональному, міжрегіональному та міжнародному рівнях.

Ключові слова: транзитні вантажопотоки, транспортний комплекс, інтеграційні процеси, логістичні системи, транспортні вузли, міжнародні змішані перевезення.

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DIRECTIONS OF THE BALANCED DEVELOPMENT OF THE UKRAINIAN TRANSPORT SYSTEM IN CONDITIONS OF THE MARKET OF TRANSPORT SERVICES GLOBALIZATION

Topicality. The relevance of a problem of development of world economic communications, an advantageous geopolitical position of Ukraine which is on crossing of the major trade ways reveals economic prerequisites and regional

aspects of creation of logistics transport and distributive systems when forming strategy of service of transport freight traffics through the territory of Ukraine.

Also tendencies of development of world economic communications predetermine expansion of production communications and the international economic cooperation. However the uneven constant growth of transnational and transborder streams and the international transit predetermines new tasks and problems of management of commodity and cash flows.

Aim and tasks. Among the priority directions of transport policy, along with development of technical means of transport, need of updating of its fixed assets at qualitatively new level, introductions of new progressive technologies, informatization of transportation process, problems of ensuring coordination of activity of different types of transport, development of intermodal transportation of goods in the international transport corridors, the complex solution of regional transport tasks are allocated, to integration of the Ukrainian market of transport services into the world transport system.

Research results. The major theoretical and practical task is creation of system of integrated management of balance of interests and efficiency of functioning of the integrated transport systems.

It is necessary to pay attention to basic value for the integrated aspirations of Ukraine in a sea economic complex. The role of a sea economic complex of Ukraine is not realized sufficiently therefore the target national program of stability of functioning of merchant marine fleet, seaports, ship-building base and service divisions of a complex is not developed. Control of sustainable development of a transport component of a sea economic complex has to be exercised according to the method given (formula 1). Then parameters of stability of a sea transport complex have to be regulated on the basis of the principle of sufficiency of potential by macroeconomic results.

Conclusions. Participation of the national fleet and ports in development of integration processes on transport in the conditions of globalization of world economy has to be based on organizational and economic prerequisites of formation and development of the integrated transport and distributive systems at the regional, interregional and international levels.

Keywords: transit freight traffics, a transport complex, integration processes, logistics systems, transport hubs, the international mixed transport.

Problem statement and its connection with important scientific and practical tasks. In the conditions of globalization of the international markets and expansion of economic development strengthening of competitiveness of Ukraine depends on effective transport and logistic systems.

Achievement of this task requires the solution of a number of methodical and practical questions of management of branch by results, development planning, calculation and use of aggregate effect of functioning in the system of intermodal messages and a sea transport complex. Support of competitive technical and economic level of the national marine transport by criteria of adequacy to a condition of the freight market is the main direction of the effective organization of transport service.

Integration development, sharpening of imbalance of factors of production predetermine priority of proportionality of development of the national and regional transport systems.

Geopolitical capacity of the countries considerably is implemented by export of transport services. Realization of transit opportunities is a condition of economic growth and increase in competitiveness not only on transport, and all national economy. Transport turns on the independent sphere of export of services, and transit becomes one of its major components.

As the principle of effective development of the enterprises of the marine transport the system of the basic and obligatory rules, provisions and norms of functional activity of the fleet, ports in the modern environment of the world market of transport services is considered.

Among the priority directions of transport policy, along with development of technical means of transport, need of updating of its fixed assets at qualitatively new level, introductions of new progressive technologies, informatization of transportation process, problems of ensuring coordination of activity of different types of transport, development of intermodal transportation of goods in the international transport corridors, the complex solution of regional transport tasks are allocated, to integration of the Ukrainian market of transport services into the world transport system.

It is necessary to refer to the basic principles and methods of the theory of complex development of the marine transport:

- coordination of the corporate development strategy of the fleet and ports with parameters of national macroeconomic system and tendencies of global and integration processes;
- improvement of the organization of work of the fleet by criteria of optimization of service of freight traffics in a control system of stability of the international economy;

- ensuring adequacy of a condition of a national sea complex concerning parameters of integration of transport service of global economic processes on the basis of logistic technologies and achievement of system of the international transport corridors as special form of merge and concessional approaches to management of cargo, traffic, investment, cash information flows;
- at any institutional transformations in the sphere of property and management ensuring close interrelation of all divisions of a sea economic complex within the country and on the basis of the international integration aimed at a competitive condition of each link of the global sea transport system is necessary.

Therefore the most important aspects of a problem of rational development of a national sea transport complex are the choice of long-term strategy of steady functioning. From here problems of scientific justification of criteria of adoption of economic decisions and improvement of the mechanism of optimization of development results follow.

The Black Sea region for Ukraine is a huge trade and economic potential, a possibility of attraction of the international traffic flows and use of own transit potential.

Use of transport capacity of our state for increase in volumes of export of transport services, associations of transport communications in uniform European system is one of the main and perspective directions of a transport complex of Ukraine.

Analysis of recent publications on the problem. Works of domestic and foreign scientists, such as V.G. Bakayev, B.V. Burkinsky, M.I. Kotlubay, A.M. Kotlubay, G.S. Makhurenko, N.T. Primachyov, V.V. Vinnikov, Yu.M. Tsvetov, M. Brooks, P. Carion, C are devoted to researches of theoretical and practical aspects of functioning and effective development of the national marine transport from a position of globalization of the economic relations. Ferrari, I. Hoffmann. Containerization gave an impetus to rationalization of the marine transport, development of intermodal transportations. Scientists comprehensively considered questions of development of a transport complex of Ukraine, made recommendations and offered ways of ensuring effective functioning of this important branch of economic branch of the country.

Modern problems of development of intermodal or multimodal transportations are considered in S.V. Miloslavskaya, K.I. Pluzhnikov, M.Ya. Postana's works, A. Baird, etc. However, today there are no systematized researches, which consider activity of shipping companies in the market of transport services in a globalization condition.

Allocation of previously unsolved parts of the general problem. The choice of the directions and justification of nominal stability and financial stability of operating in the market of transport services becomes the central problem for Ukraine after the actual loss of the status of the sea power by it.

Tasks in the scientific direction of new national ship owners by criteria of economic firmness on the chosen sector of the freight market are proved.

Therefore improvement and development of separate elements of the mechanism of justification of economic decisions, in constantly changing conditions, is the major problem which solution provides achievement and maintaining normal macroeconomic and enterprise efficiency in the conditions of globalization.

In modern conditions it is impossible to provide stability of a national sea transport complex without scientifically based approach to the organization and management of transportation process. Creation of transport logistics commodity distribution systems, in particular on the basis of the national enterprises of the marine transport [1-2] becomes the main thing in this process.

The future of the market of transport and logistic services of the Black Sea and Danube regions is connected first of all with development of the international transport corridors (ITC).

Formulation of research objectives (problem statement). A research of regularities and features of development of a transport and logistics system in the existing legal framework and elaboration of suggestions for improvement of transit policy of Ukraine in modern conditions consists in a research of the main problems of functioning of a transport and logistic complex of Ukraine, opportunities of their decision and the prospect of development.

Classification of problems of effective development of a sea transport complex of the country has to reflect the research problems aimed at formation of the mechanism of optimization of parameters and results of development, first of all, of the fleet and ports. Thus it is necessary to create the mechanism and tools of restoration of sea transport capacity of the country in the system of external and internal restrictions.

Therefore on the nature of influence on the choice of the strategy of development for national merchant marine fleet it is important to consider set of problems in the place and scale of results of their manifestation.

In this aspect four groups of problems are allocated:

- megaeconomic;
- macroeconomic;
- mesoeconomic;
- microeconomic.

Besides all variety of manifestation of problems can be reduced to three substantial aspects:

- economic character;
- organizational plan;
- technical parameters.

For elaboration of strategy of restoration of sea transport capacity of Ukraine studying and assessment of conditions of steady operator activity in the system of integration of transport service of world economic communications becomes the major task along with management of investment streams.

Outline of the main results and their justification. Management of development of the enterprises of the marine transport and accounting of conditions of their activity provides achievement of a main objective – timeliness of transportation of goods and increase in intensity of traffic flows. This approach allows balancing development with the mechanism of adaptation of the operating transport subsystems. However it must be kept in mind that control of decisions requires modeling of development of separate links of production infrastructure by criteria of adequacy to the main directions of development of intermodal messages. In this case as conditions of trade navigation the nature of participation in the international transport corridors and integration into the EU is considered [3].

At achievement of safety of national navigation and adequacy of maritime routes and trade ports to requirements of world navigation conditions of competitive functioning of shipping companies and ports are formulated. The solution of noted problem in turn increases appeal of the Ukrainian transport enterprises to transit freight traffics, to increase efficiency of use of the waterways of Ukraine on the principles of their integration into the international transport corridors with use of logistic and multimodal technologies of delivery of goods.

The efficiency of development of multimodal transport technologies, the international transport corridors and participation of separate transport enterprises in their formation consists in saving of time of delivery of goods and reduction of cumulative expenses of work on system production — delivery — realization — consumption. Economic effect is formed at decrease in resource intensity on the main components of production potential.

Practice of operation of transport on the system of intermodal messages and creations of logistic terminals, transport and distributive systems demonstrates, first, presence of essential potential of efficiency, secondly, about increase of a role of organizational and economic unity in a transport complex; thirdly, about a possibility of emergence of considerable losses at an imbalance of efforts of separate transport divisions and their relations with cargo owners. At the same time the integrated economic result exceeding the sum of enterprise effects is formed.

In the mechanism of decision-making and realization of progressive technologies and the organization of trade navigation the major attention has to be paid to expediency of the choice of forms and scales of operating in this sector of the freight market. Special attention should be paid on the nature of interrelation of results of activity of the enterprise with final activity of intermodal messages. That is improvement of interaction with replaceable divisions of the international transport corridors becomes one of the principles of the choice of scales [4] and the directions of investment activities of the fleet and ports.

Taking into account placement of productive forces, natural resources and labor potential the most powerful commodity stream is formed on the direction the European industrial region – the Asia-Pacific conglomerate. This direction differs not only in the power of freight traffics, but also considerable distances, big involvement of current assets during transportation and complexity of geometry of the transport routes passing through the territory of various states.

Thus the capacious steady and perspective market of transport services is formed. Problems of minimization of time of cargo delivery at the normalized transport expenses form the principle of alternative approach to the choice of the project of transport service.

It is possible to carry its geopolitical, geo-economic and sociocultural marginality to the most important strategic resources of Ukraine. If the policy and national economy are open and clear to the outside world if Ukraine actively participates in the international division of labor, then it has all opportunities to become the largest transit country [5-6].

At the same time transit freights are a work to seamen, dockers, railroad workers, motorists, customs service, SES, other bodies of the state supervision, agency, shipping, insurance companies, employees of the numerous enterprises of transport infrastructure. Finally, it is billions of US dollars of annual income, a huge source of replenishment state and local budgets. Major importance and the purpose of creation and operation of MTK – international transport. Freight traffics, which are formed in the international message, arise as a result of the foreign economic commercial relations of Ukraine with other states (export, import) and the foreign trade communications of other states among themselves (transit).

The methodology of the theory of complex development of the marine transport on the basis of macroeconomic expediency, economic efficiency of business is based on the restriction caused by the principles of globalization and integration and represents set of methods and tools of studying of an object and object of research.

Taking into account theoretical bases of stability of positioning of firm in the priority sector of operator activity it has to be provided during a physical cycle or the settlement period of functioning the minimum rate of return and the normalized capitalization.

This condition can be described algebraically:

$$K_{p}r_{ti} \leq \sum Q_{j} (p_{cj} - c_{sj})(1 - t_{x})(1 - b_{k}) = P_{rop}$$

$$K_{JV} \leq K_{P} \leq \frac{P_{rop}}{e_{op}}$$
(1)

where To r-market value [&] capital assets of sea transport enterprise;

 $r_{\rm ti}$ interest rate of the period of an equilibrium condition of investment activity;

 Q_{-j} the settlement volume of transport work, which provides normal economic results on criterion of financial stability;

p_{-ci} the settlement size of a tariff or stevedoring rate accepted in calculations of net current value;

with si – the prime cost of unit of transport work answering to conditions of financial stability of firm;

 $t -_x$ current rate of income tax;

 in_x – the coefficient considering the expected increase of the current expenses on factors of conventional regulation of safety of navigation;

 P_{-rop} the net profit of operator activity answering to conditions of the normalized internal cycle PMT;

To_{JV} – the investment cost of navy, the enterprise at realization of the put strategy;

 $e_{-shouting}$ the rate of return providing conditions of effective functioning and development of the fleet or ports.

Treat to the first group the age interconnected as with change of positioning in the freight or stevedoring market, and with the choice of strategy of management of financial stability of sea transport enterprises.

As a part of the second group the decisions caused by requirement of investment into the system of new projects or the solution of strategy of merge or absorption are selected.

Anyway it is necessary to execute assessment of competitive influence of separate factors of a deviation of parameters of financial stability from the normalized level. For this purpose it is necessary to reveal consistently defining influence of dynamics of freight traffics, transport rates, current expenses and capital assets.

At the modern level of development of the international economy the most important sign of adequacy of any local and branch subsystems is participation in optimization of stream processes which in turn become specific and natural reflection of global studies and integration of the economic relations.

When forming national or enterprise strategy of merchant marine fleet or ports it is necessary to consider features of transformation of a threefold role of transport enterprise. In this regard any shipping company or MTP have to be considered as a link of a logistic chain. They, on the one hand, have suppliers of

resources. On the other hand, the set of clients cargo owners is formed. Shipping companies or ports perform function of continuation of production in the form of production transformation of commodity weight.

When forming sea transport policy of Ukraine it is necessary to consider that the world transport system endures process of profound, fundamental changes. Received intensive impulses for development processes of creation of the uniform transport market covering various continents. In Europe the procedure of crossing of borders is significantly simplified, the numerous organizations, which study the possible prospects of creation of the international transport corridors designed to provide complexity of transport service the certain cities within several countries, are created [7].

The special tool of concentration of means, which is not used in Ukraine on development of the fleet, can be considered creation of the major freight company acting in the conditions of normal distribution of freight traffics on the basis of cargo preferences.

In a set of cases various intermediary structures take the main advantages of the international division of labor. This process can be tracked, considering logic of formation of income and expenses of participants of process production – delivery – realization.

Then the system efficiency of use of the factors of production forming national economic potential and parameters of participation in the international division of labor can be disclosed in the analysis of the mechanism of formation of cash flows on the separate links providing world economic communication.

$$E_{FN} = \sum Q_E p_{CW} k_{VL} - Q_E \left(p_{CP} + p_{COP} + p_{CR} + p_{CQ} + p_{CF} \right), \tag{2}$$

where Q_E – the volume of export of competitive production in the world market on a price factor;

p –_{cw} the price of export production at world level;

 k_{-vl} rate of national currency at the time of implementation of the foreign trade contracts;

 p_{-cp} cost of services of operators (traders) of foreign market;

p $-_{cop}$ the cost of transportation of freights to sea trade ports;

p -co production cost at the domestic enterprises taking into account the size of normal profit;

 p_{-cf} tariffs of the freight market;

Q_{-E} tariffs and collecting the service, forwarding enterprises and system of duties;

 p_{-Cr} tariffs and collecting seaports.

Basic provisions of system of effective development of a national sea transport complex will be coordinated with methodological approach that the economy is considered as the organizational mechanism.

The condition of adoption of investment decisions aimed at a full recovery of capital resources remains:

$$\frac{P_{\rm r2} - P_{\rm r1}}{K_{\rm P2} - K_{\rm P1}} \ge e_{\rm f}$$

or

$$\frac{E_{_F}\alpha_{_{ti}}}{I_{_V}}\succ 1$$

(3)

That is the profit increment owing to accumulation of production potential has to provide rate of return not below reached in the basic period, first, and secondly, capitalization of annual effect during settlement life cycle of the project has to exceed the design volume of investment [8].

With development of the transeuropean network of the logistic centers and the Euro-recreational strategy of Ukraine it is necessary to create the concept and to develop the projects connected with an euro-logistics system, i.e. logistics in the European scale. Developments and actions for euro-logistics have to be directed to cut in expenditure on export and import deliveries, to services when crossing borders, to reduction of idle times of transport in points of customs control and also to reduction of commodity weight in a way and stocks at the enterprises.

The renewing transport resources provide generally effect of the cargo owner in the form of acceleration of turnover of current assets.

$$E_{L} = \frac{\sum_{i=1}^{T} \sum_{j=1}^{m} Q_{i} (t_{g1} - t_{g2}) p_{cg}}{365} \alpha_{ti} + \sum_{j=1}^{T} \eta Q_{ti} \cdot t_{\eta} \cdot k_{p}$$
(4)

where T – life cycle of logistic technology;

m – the nomenclature of the freights forming effect of the cargo owner upon reduction of time of delivery;

 t_{g1} , t_{g2} - time of delivery of goods on the acting (1) and logistic technology (2);

 p_{-cg} market price of 1 ton of freight;

 ηQ_{xi} reduction of volume of storage in places of processing of raw materials or realization of finished goods;

 $t -_{\eta}$ reduction of storage time at commodity holders, days;

to_r – specific capital intensity of development of warehouse economy of firm.

The international mixed transportation of goods (MSP) in the most general view can be determined as movement of goods from one country in another by at least two different types of transport by the uniform accompanying document. The main part of the foreign trade transportation of goods is made in the mixed message with participation of several means of transport [9].

Imperative economic need is creation and development in Ukraine of institute of domestic operators of the mixed transportations and also formation of optimum through tariffs. It demands carrying out purposeful state policy on improvement of the procedure of formation of tariffs for transportations in the mixed message, to creation of effective system of the state support and regulation of this kind of activity.

The competitiveness of the national enterprises of the marine transport in economic parameters at change of production potential and also by optimization of structure of capital assets according to requirements of adequacy concerning other links of the international transport corridors can be provided at control of investment activities on a condition

$$3_{1}\left(l_{q}l_{t}-1\right)-\Delta C_{pcn} \geq \Delta 3\left(l_{q}+l_{t}\right), \tag{5}$$

where Z_1 – the net current project cost of the average vessel or the cargo terminal (on scales of settlement development of the national sector);

 $l_{\rm q}$ – index of increase in productivity of alternative options of development of production potential;

 $l_{\rm t}$ – index of growth of qualitative parameters of competitiveness of new types of vehicles;

 ΔC – increment of business assets (fixed capital);

 $\Delta 3$ – an increment of cost of production means by option of acquisition of new transport objects, progressive in technical and operational parameters.

Thus, the most important condition of acquisition of the transport objects providing increase in reliability and productivity of transportation process is relative (on unit of transportation work) decrease in operational expenses on the main groups of the used resources.

Lack of the accurate mechanism of management of the end results of use of system

The generalized assessment of level of balance of a condition of the enterprises of the marine transport in competitive conditions of MTK can be calculated on compliance of the major parameters of this shipping company or port of rather average level of the region of their interaction.

Conclusions and perspectives of further research. The basic value for the choice of the directions of development of the Ukrainian transport system of globalization of the market of transport services is gained by conditions:

- liberalization of all spheres of transport activity, refusal of discrimination regulation, competition growth (excepting its substandard types), eventually the sizes of transport costs leading to decrease in the price of goods of world trade and, therefore, the reducing restrictions for development of economic relations;
- •unification and universalization of vehicles, technologies, technical requirements that will mean reduction of operating conditions of the national transport market in compliance with universal practice;
 - increase in degree of information openness (including financial information).

Participation of the national fleet and ports in development of integration processes on transport in the conditions of globalization of world economy has to be based on organizational and economic prerequisites of formation and development of the integrated transport and distributive systems at the regional, interregional and international levels.

With development of the trans-European network of the logistic centers and the euro-recreation strategy of Ukraine it is necessary to create the concept and to develop the projects connected with a euro-logistical system, i.e. logistics in the European scale. Developments and actions for euro logistics have to be directed to cut in expenditure on export and import deliveries, to services when crossing borders, to reduction of idle times of transport in points of customs control and also to reduction of commodity weight in a way and stocks at the enterprises.

Globalization of world economy and expansion of the international cooperation, development of transport connections, the systems of information and communication support promoted formation of corporations, at the same time the integration which is carried out both on branch and regional and at interregional and international levels becomes the most important factor of economic growth.

In the conditions of the market competition and globalization of world economy as priority the concept of the integrated logistics based on consolidation of participants of system cargo - and merchandising for ensuring continuity and uninterrupted operation of the movement of goods, decrease in cumulative costs in all logistic chain from the producer to the consumer at satisfaction of inquiries of clients as goods and services and maximizing the cumulative synergetic effect was created.

Imperative economic need is creation and development in Ukraine of institute of domestic operators of the mixed transportations and also formation of optimum through tariffs. It demands carrying out purposeful state policy on improvement of the procedure of formation of tariffs for transportations in the mixed message, to creation of effective system of the state support and regulation of this kind of activity.

The Ukrainian seaports without special problems can be involved in the system of the international transport corridors as in recent years their collectives paid a close attention to reconstruction, modernization and modernization of reloading capacities.

Therefore Ukraine should aim at integration into world economy by means of the international transport corridors.

Ukraine if wants to become civilized, economically independent state, is obliged to take full part in world sea trade as it has for this purpose all prerequisites: seaports, shipbuilding and ship-repair plants, personnel and scientific potential [10].

For Ukraine zone MTK that is based on service of the freight traffics passing through the Ukrainian and Georgian seaports is of particular importance. Deduction of these freight traffics from leaving on alternative routes through the Russian and Turkish transport systems requires essential increase in technical and economic level of the corresponding cargo terminals and maintaining competitiveness of a ferry complex.

For maintenance of global system of a multimodal transport corridor Europe – Asia the major becomes preservation and increase in functional and economic stability of local transport zones at the regional level.

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