

РОЗВАДОВСЬКА О.В.

аспірант

Інститут проблем ринку та економіко-екологічних досліджень НАНУ

Французький бульвар, 29, м. Одеса, Україна, 65044

E-mail: samosashka@gmail.com

ORCID: <https://orcid.org/0000-0001-6882-9972>

СТІЙКІСТЬ РОЗВИТКУ ТОРГОВЕЛЬНОГО СУДНОПЛАВСТВА УКРАЇНИ В УМОВАХ ДИВЕРСИФІКАЦІЇ РИНКУ МОРСЬКОЇ ТОРГІВЛІ

Актуальність. Судноплавство є глобальною галуззю, і її перспективи тісно пов'язані з рівнем економічної діяльності в світі. Більш високий рівень економічного зростання зазвичай веде до більш високого випуску промислових товарів, які в свою чергу стимулюють імпорт і експорт. В умовах глобалізації економічних відносин формуються складна динамічність потенціалу і результатів ринку морської торгівлі. При цьому виділяються кількісні, якісні та структурні зміни як у виробничій інфраструктурі в цілому, так і всередині окремих підсистем. Динамічність цього процесу стає найважливішим фактором розвитку морського транспортного потенціалу. Тому в статті розглядаються принципові особливості необхідної реакції на сукупність змін в глобальній морській транспортній індустрії.

Мета та завдання. Мета статті полягає в уточненні основних закономірностей, які обумовлюють конкурентні напрямки розвитку торговельного судноплавства України в умовах глобалізації міжнародних відносин, а також визначити перспективи розвитку морської транспортної підсистеми України. Важливо виявити жорсткі тенденції і нові закономірності збалансованого і комплексного розвитку світової транспортної індустрії та її регіональних, національних і спеціалізованих підсистем.

Результати. Посилення і інтенсифікація міжнародних інтеграційних процесів ставить перед економікою України ряд питань і проблем. У представлений статті виконано узагальнення та обґрунтування актуальної і важливої проблеми розвитку торговельного флоту України в умовах глобалізації міжнародних відносин, запропонована стратегія формування виробничого потенціалу для конкурентного позиціонування морського транспортного комплексу України, а також розроблено науково-практичні рекомендації щодо їх впровадження в сучасних умовах економіки країни.

Висновки. Сучасна структура світового ринку морських транспортних послуг може бути представлена як динамічно розвинена мережа локальних ринків, які перетинаються і / або не перетинаються, межі яких утворюють той чи інший сегмент ринку. Підвищення ролі підприємств морського транспорту в системі підтримки ефективності міжнародного поділу праці зумовлює акцентування уваги національних підсистем на пріоритетний розвиток флоту і портів. Вирішення двоєдиного завдання - задоволення потреби національної економіки та розширення експорту транспортних послуг формує в умовах доступності інвестиційних ресурсів напрямки розвитку підприємств морського транспорту. При цьому одночасно розширюються функції торгового флоту і портів і реалізуються стратегії підтримки конкурентоспроможності в межах активної частини життєвого циклу підприємства з урахуванням нерівномірності економічного зростання.

Ключові слова: ринок транспортних послуг, конкурентоспроможність, глобалізація, ефективність позиціонування, тенденції розвитку.

ROZVADOVSKA O.V.

Postgraduate

Engineer of the 1st category

Institute Of Market Problems And Economic & Ecological Research
of the

National Academy Of Sciences Of Ukraine

Frantsuzskiy Boulevard, 29, Odessa, Ukraine

E-mail: samosashka@gmail.com

ORCID: <https://orcid.org/0000-0001-6882-9972>

SUSTAINABILITY OF DEVELOPMENT OF MERCHANT SHIPPING OF UKRAINE IN TERMS OF DIVERSIFICATION OF MARITIME TRADE MARKET

Topicality. Shipping is a global industry, and its prospects are closely linked to the level of economic activity in the world. A higher level of economic growth usually leads to higher output of industrial goods, which in turn stimulates imports and exports. In the conditions of globalization of economic relations, the complicated dynamics of the potential and results of the maritime trade market is formed. In this case, quantitative, qualitative and structural changes both in the industrial infrastructure as a whole, and within the separate subsystems are allocated. The dynamism of this process is becoming the most important factor in the development of maritime transport potential. Therefore, the article deals with the fundamental features of the required response to the set of changes in the global shipping industry.

Aim and tasks. The purpose of the article is to clarify the basic laws that determine the competitive directions of the development of commercial shipping in Ukraine in the context of the globalization of international relations, as well as to determine the prospects for the development of the maritime transport subsystem of Ukraine. It is important to identify rigid tendencies and new patterns of balanced and integrated development of the world transport industry and its regional, national and specialized subsystems.

Research results. Strengthening and intensification of international integration processes puts a number of issues and problems before the Ukrainian economy. The presented article summarizes and substantiates the actual and important problem of the development of Ukraine's merchant fleet in the conditions of globalization of international relations, proposes a strategy for the formation of production potential for the competitive positioning of the marine transport complex of Ukraine, as well as scientific and practical recommendations for their implementation in the modern conditions of the country's economy.

Conclusions. The modern structure of the world market of maritime transport services can be represented as a dynamically developed network of local markets, which intersect and / or do not overlap, whose boundaries form one or another segment of the market. Increasing the role of maritime enterprises in the system of maintaining the efficiency of the international division of labor leads to the emphasis on the national subsystems on the priority development of the fleet and ports. Solving the two-fold task - meeting the needs of the national economy and expanding the export of transport services forms, in the conditions of the availability of investment resources, the direction of development of enterprises of maritime transport. At the same time, the functions of the merchant fleet and ports are expanding and strategies for maintaining competitiveness within the active part of the company's life cycle are implemented, taking into account the uneven economic growth.

Key words: transport services market, competitiveness, globalization, efficiency of positioning, development trends.

Problem statement and its connection with important scientific and practical tasks. The developed transport system and corresponding infrastructure are a guarantee of high level of the country's development, increasing the level of its investing attractiveness. Moreover, transport infrastructure serves as a uniting factor in the process of integration. Thus, the main function of transport infrastructure is the formation of external conditions for the management of economic entities.

The urgency of improving the methods of managing the results of the functional and investment activities of the fleet and commercial ports is the need to reimburse investments during the normalized calculated period, despite the instability of the conditions of the development of the maritime trade market. The globalization of economic relations and international principles of regulating the functional activity of the fleet, environmental factors and shipping safety determine the task of managing the current financial state of maritime enterprises in the main stages of the life cycle. At the same time, despite the availability of reliable and well-known methods of making investment decisions, a number of issues of stable positioning of ship-owners and port facilities are not fully disclosed [1].

Factors of integration and globalization of the functional activity of the marine market subjects are caused by the most important economic tasks and, above all, the achievement of high efficiency of transport service of cargo flows.

In the conditions of continuous development of integration processes and deepening of the international division of labor, the role of governance in ensuring the sustainability of world transport and economic ties increases. The need to develop a strategy for the development of a merchant fleet and ports for the long term is growing.

An urgent problem of the efficiency of the operation of marine transport enterprises is the definition of the horizons of industrial development in conditions of increasing asymmetry. This, in turn, determines the task of optimizing economic and business decisions, first of all, clarifying the economic criteria of efficiency

and composition of indicators that most fully reflect the permanent changes in the results of functioning in the global freight market.

Analysis of recent publications on the problem. Issues related to overall economic growth in general and its impact on the development of maritime transport are devoted to a significant number of works. The article takes into account the general economic situation and approaches outlined in the works of Paul Krugman [2], Alan Griffiths, Stuart Wall [3], Peter Ducker [4]. In the field of marine transport research, the work of Kotlubay O.M. [5], Primachov M.T. [6], Zhykhareva V.V. [7], Nikolaieva L.L. [8], Ilchenko S.V. [9] are distinguished, but new challenges, that require further study, are emerging. However, the constant changes in global economic relations significantly transform the requirements for the development of maritime trade.

Allocation of previously unsolved parts of the general problem. Specialists in the transport sector focus on the problems of competitive positioning of transport companies in the market of transport services, their role in the system of globalization and integration. Issues of development of transport enterprises in the system of formation of macroeconomic results remain unresolved.

The contradictions and complexity of the economic development of macroeconomic processes and relevant microeconomic strategies in Ukraine are determined by a fundamental mistake in setting priorities during the formation of statehood. The priority of political goals over social and economic problems resulted in the loss of political stability and balance of the internal market.

Formulation of research objectives (problem statement). Strengthening of transformation processes in the global maritime market causes the task of assessing the current and future conditions for the formation of national transport potential. Therefore, among the objectives of the study is the analysis of current trends in the development of the world market of maritime trade, the study of the main problems of commercial shipping in Ukraine, as well as the definition of prospects for the development of the maritime transport subsystem of Ukraine.

An outline of the main results and their justification. Transport is the most important link in the field of economic relations. It participates in the production of products and delivery to its customers, connects production and consumption between different sectors of the economy, between cities and regions. It affects the development of the economy and as a consumer of metal, energy, wood, rubber and other products. It accounts for a significant part of the main production assets and industrial production personnel.

The following aspects are usually distinguished in studies of the role of transport in the economy of the country. First, the development of the transport system allows us to judge the availability of different regions of the country, its resources and production capacities, and not only to judge, but also to plan economic activity. Secondly, the development of the transport system allows us to draw conclusions about the spatial development of the country, about where the population lives, where there are workplaces, tourist facilities, and shops. It also gives an opportunity to take appropriate measures in the organization of passenger and cargo transportation. Thirdly, the country should influence the development of the transport system by investing in infrastructure, developing public transport and managing traffic flows.

Maritime transport is widely used for international and domestic transport. It plays an extremely important role in shaping foreign economic relations of Ukraine, especially with distant foreign countries, and is characterized by high efficiency of transportation, in comparison with other types of transport.

In order to achieve the adequacy of the state of the transport system and cargo flows, it is necessary to attract investments of cargo owners in the development of the fleet and ports, and to increase their participation in the formation of corporate capital of enterprises.

Both mega economic problems and needs and also the conditions and parameters of the development of competing units must be taken into account in the development of national maritime transport.

The basic principles of the sustainable positioning of maritime enterprises should include the achievement of an appropriate level of competitiveness and observance of the totality of interests of market participants in the maritime trade. In case of violation of the first one - the company leaves the industry or the corresponding segment due to loss of capacity loading. In case of violation of the second, a crisis arises because of attempts to reach the interests of one of the parties to the conflict.

In the conditions of economic independence of maritime transport enterprises, the management of functional activities and integration strategies for improving the efficiency of transport services for foreign economic relations and the export of transport services requires the development of a clear system of financial incentives for the interaction of the fleet and ports.

The globalization of international trade and the trans nationalization of national companies provide for the unimpeded movement of resources and goods that cannot be objectively implemented without maritime transport. Maritime transport is the basis of the formation of domestic and international markets, ensuring the development of normal technologies of a market economy.

The most important structural characteristic of the maritime trade market is the temporary fluctuations in the stability and volatility of cargo flows in terms of size and directions. Depending on the nature of the response of ship-owners, they determine another systemic structural parameter of the maritime transport industry - the composition of the fleet by major groups. The internal elements of structuring, affecting the overall supply-demand ratio, include temporary parameters, especially the lifecycle of vessels, adopted from the outset according to the criteria for the normalization of the financial state.

The functional activity of the fleet and ports in the global maritime market system is quite effective, but it requires significant efforts to achieve competitive adequacy in relation to the basic conditions. When developing a strategy for the effective positioning of marine transport companies, it is necessary to take into account a complex set of factors and constraints to optimize their potential:

- uncertainty of functioning of the market of transport services and behavior of other participants of the transportation process;
- expansion of institutional regulation of merchant shipping while strengthening the oligopolistic sectors of the freight market;
- rigid interconnection of management of functional activity and innovative development of enterprises of maritime transport on the criteria of multimodal technologies and logistic commodity systems.

The global shipping market is formed under the influence of a complex set of factors and above all the desire of individual ship-owners with higher business efficiency to ensure participation in the maintenance of world economic ties. Self-regulation of the process of balancing the volumes of cargo flows and freight capacity necessitates the coordination of commercial functions and the state approach to ensuring the normal conditions of development of the national merchant fleet [10].

The process of sustainability of merchant shipping is based on the balance of the introduction of new capacities and the withdrawal of vessels from the operation as a result of the loss of competitiveness, which should relate to the most important pattern of development of the merchant fleet.

Table 1 shows the directions of diversification of world transportation by main types of transported cargo over the last five years. As it can be seen from the table, container cargo transportation in 2016, as compared to 2011, increased by 0,9%, transportation of five major bulk cargoes - by 2,5%, while the transportation of oil and gas decreased by 2,1 %, transportation of other bulk cargoes by 0,5%, reflecting the nature of the reaction to world stagnation in 2012 – 2013. Despite this, currently the transportation of gas and oil products is re-emerging as a result of the diversification and availability of sources of economic energy resources.

Table 1

Consequence of diversification transformations in the maritime trade market, %

Type of cargo	2011	2012	2013	2014	2015	2016	Total change over 5 years
Container	15,9	15,9	16,2	16,7	16,8	16,8	+0,9
Other dry cargo	24	23,4	23,3	24,3	24,5	22,7	-1,3
Five major bulks	28,3	29,8	30,7	30,3	29,4	30,8	+2,5
Oil and gas	31,8	30,9	29,8	28,7	29,3	29,7	-2,1
Total	100	100	100	100	100	100	0

Source: «Review of maritime transport, 2017»

In the markets of bulk and container cargo, the problem of excess capacity increased, which adversely affected average freight rates. At the same time, there was a revival in the tanker transport market: low

energy prices have led to an increase in demand, and ship owners' revenues in this maritime sector are not badly affected.

As noted above, the growth of world trade does not keep up with the growth of supply of transport capacities. This is especially evident in the case of bulk carriage. First of all, this is the fault of the current more than moderate growth rate of the Chinese economy. This trend creates additional problems for those who suffer from excess capacity of the bulk carrier fleet. Naturally, the incomes of ship-owners in this segment, in fact, reached the bottom, often not covering operating expenses. In this case, the recovery of the market in the near future is not expected.

In these conditions, the problem of the effective development of the global maritime market is ignoring the principle of the normalization of the participation of the fleet of all naval states, and in particular Ukraine. There is no systematic capacity building and interaction of production infrastructure units across regions of the world. In Ukraine, there is a distorted balance between the export potential and the parameters of the national maritime transport industry. In this case, there are two opposite problems. One is connected with the high transport dependence of foreign trade relations. Another is that while orienting the development of maritime transport to the parameters of foreign trade in Ukraine there is a risk of instability of the country's participation in the international division of labor.

Ukrainian economy, along with the world, is experiencing difficult times. One of its main problems remains the focus on low-performance export oriented industries and import dependence. At the same time, import growth rates are still ahead of export performance - Ukraine buys more than it sells, although there is potential to increase it. Debt crises in the EU and the US, as well as changes in the state of affairs, affect the situation in Ukraine, which is itself a credit needle. At the same time, part of the export potential of the industry is lost on the import of maritime transport services.

Due to the reduction of volumes of transportation in recent years, Ukraine's seaports, capable of processing 120 million tons of cargo per year, today have 33,3% capacity for processing capacity. However, using capacity of basins and ports is different. In the ports of the Black Sea and Azov basins 75-90% of their throughput is involved. The capacities of the Odessa oil terminal (due to the reconstruction in 1999, its throughput has been brought to 25-28 million tons) are used at 65-90% (the processing capacity of the terminal depends on the intensity and rhythm of the supply of oil to the berths).

For Ukraine to enter the standards of a normal maritime state, the developed level of transport (marine industry) takes into account the sustainability of the formation of world GDP.

Thus, in order to calculate the potential demand according to the principles of balanced development of the merchant fleet of Ukraine, the following ratio is used:

$$Dw_u = \frac{Dw_g}{GDP_g} * GDP_{ut}, \quad (1)$$

where Dw_u – deadweight of Ukraine provided normalized economic and social development;

Dw_g – deadweight of the world fleet;

GDP_g – world GDP;

GDP_{ut} – forecast GDP of Ukraine for the year.

World GDP in 2015 amounted to 75212.7 billion dollars, the total deadweight of the world fleet for the same year - 1734561367 tons.

Table 2

The forecast deadweight of the fleet of Ukraine for the next 3 years, t

<i>Indicator</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>2021</i>
Deadweight of the fleet	1741529	1793803	1847614	1902963	1960106	2018872

As it can be seen from Table 2 with a stable economic development, the deadweight of the fleet of Ukraine will grow, which will positively affect the state of social and economic development of the country. These data correspond to the current level of the state of foreign economic activity of residents of Ukraine.

However, they characterize the principle of the normalization of the position of the maritime state in the global maritime market.

Ukraine has sufficient starting conditions in order to gradually integrate into general civilization processes.

First, it has a strong scientific and technological, intellectual potential, highly skilled labor, which is decisive in the system of modern production.

Secondly, the administrative and command mechanisms are largely undermined, which creates the possibility of a final and rapid dismantling of the totalitarian system and the construction of modern economic forms and management mechanisms that are not burdened with the past.

Ukraine's participation in the global economic process is limited due to a number of factors that determine its difficult economic situation. First of all, attention should be paid to the decline of the national industrial complex, which manifests itself as a decrease in the volumes of production and sale of domestic products in the domestic and foreign markets, the predominance of raw materials in export, worn-out and inefficient technical and production facilities. In addition, there are a number of problems in other sectors of the economy, which collectively reduces the volume of gross domestic product, adversely affects the level of human development, economic security of the state as a whole.

The objective necessity of transforming the economy of Ukraine is due to the requirements of flexibility and adaptability in the conditions of high level of competition and technological advantages of the countries that have chosen the innovative way of development. Globalization of the economy, based on the formation of high-tech resources in the real sector, the implementation of modern management systems and the efficient use of innovative developments in economic turnover, allows for economic growth.

The study of the prospects of globalization processes, the patterns of technical and economic and innovative development, the impact of social and institutional reforms on the development of national economic systems, the allocation of factors of modernization of the economy and the stages of its transformation have allowed to establish that the formation of a model of development of social production associated with the increased impact of globalization on the national markets, which fundamentally changes the importance of technology in the economic and social development of society.

It is advisable to identify the following types of globalization impact on the national economy: the impact of global business and general production and economic culture on ideology and business practices within the country, globalization is not one-dimensional: the union of regional cooperation with the globalization process is capable of strengthening the foreign economic position of a given country, globalization expands economic space intellectual property rights subject to compliance with international rules in the world economy.

In the conditions of intensification of globalization processes, development of international economic relations, expansion of industrial production, state administration of the Ukrainian economy on sectoral principles is ineffective and requires a gradual transition to the principles of management of economic development on the basis of approved national priorities and state innovation and investment projects, which will create a mechanism of state regulation, which will influence rational distribution, redistribution of financial resources both on macro and microlevels and will lead to the revival of the national economy.

The setting of Ukraine into the trajectory of sustainable development requires a more recent management concept aimed at significant growth of innovation activity, concentration of resources on the leading directions of scientific and technological progress, intellectualization of the main factors of production, as well as the formation of such production and economic systems that are capable of innovation on the basis of GDP growth and high quality of life of the population.

In order to optimize the production potential of the seagoing complex of Ukraine, it is necessary to: improve modern transport facilities and build new ones in accordance with the requirements of the intensification of cargo traffic processing, the transport process technology on the basis of increasing its value for the cargo owners, to ensure unification of the development of the national transport space on the basis of its adequacy to international administration standards, as well as the development of the shipbuilding complex of Ukraine and the maintenance of private shipping companies. Such institutional approaches are characteristic of the global maritime business. Ukraine as a grain supplier should create its own bulk carrier fleet. Naturally, it requires investment resources that can be attracted by alternative technologies and sources.

The transport complex is an important component in the structure of the economic system of any maritime state, including Ukraine, despite the fact that in recent decades the country has significantly lost its

maritime position. In the country, the need to create the preconditions for the development of national shipping according to world standards has come to an end, which will ensure the investment attractiveness of the industry, especially for national exporters, in the presence of its own fleet to increase the competitiveness of their products in major markets. The state of maritime transport, shipbuilding, and the operational capacity of ports does not meet the competitive requirements, which reduces the status of our state as a maritime state, and there is a problem of efficient functioning of the marine industry as a whole. The qualitative level of its development is an important factor in the social and economic development of the country.

The significance of the role of maritime transport in securing the economic interests of the state and national commodity producers leads to the need to intensify the process of the formation of Ukraine as a maritime state. This process is long and requires significant initial costs. However, the beginning of it can be based on the development of a scientific concept focused on the effectiveness and consistency of the implementation strategy development based on the use of the main factors of production. In addition, it is necessary to determine the emphasis on maritime transport policy.

The global economy requires a very balanced foreign economic policy, which is supported by international financial and economic institutions and is in line with the national interests of Ukraine. At this stage of the development of the national economy of Ukraine, an analysis of integration opportunities of the national economy at the regional and global levels becomes increasingly relevant. For Ukraine as a non-mature market economy country, which is experiencing a significant shortage of many resources, as well as having a significantly lower international foreign economic contacts with other industrial structures in the world regarding the real needs and opportunities of the national economy, it is necessary to take into account the trends taking place in the international economic globalization.

The rational development of the national maritime transport industry should be characterized by a system of indicators and parameters used in the system of competitive positioning.

Growing indicators of maritime transport should reflect the nature of the adequacy of resource and efficiency. When choosing the technical and economic level of fleet development or ports, it is necessary to monitor the order of changing the interrelated parameters that reflect the general state of the subsystem. It should be borne in mind that the leading marine transport companies in the world use the regularity of the effect of scale and efficiency of interchangeability of resources. With the sharp increase in the technical reliability of merchant ships, the tensions of training specialists are increasing and the seamen's redistribution on the world market of transport services and the sustainability of the financial state is increasing.

In general, the normal level of development of national maritime transport, taking into account the peculiarities of the manifestation of foreign economic factors, should be established on the basis of the criteria for ensuring the freight independence of foreign trade and the effective participation in the carriage of goods in the world freight market.

Accordingly, it is necessary to create its own trading system, taking into account the requirements and experience of the world market, where all the links (production, consumption, trade and transportation) are in close interconnection (commercial and industrial shipping).

Establishing in Ukraine the practice of transportation of export cargoes mainly by the fleet of the seller (by the Ukrainian side) will promote the revitalization of freight activity in Ukraine and is aimed at ensuring the development of commercial and industrial shipping.

The implementation of this practice involves the establishment of such volumes of transportation of export-import cargoes by tonnage of the Ukrainian side, which will allow obtaining the highest aggregate economic results for all foreign trade operations with this goods by national economic entities.

In the process of optimizing the state of the national maritime transport complex, it is important to take into account the essence and nature of the transformation of the world's merchant shipping in the system of globalization of transport and economic ties. World economic relations as a consequence of integration turn into a decisive condition for the stability of the megaeconomic system. Therefore, each country as part of this system must take into account not only the international regulation of maritime trade, but also develop the fleet and ports in accordance with the criteria for the effective organization of merchant shipping.

In the system of principles of diversification of maritime trade, special attention is paid to the purposeful activity of state and business structures. Despite the tough competition in the main sectors of the freight market, the country has the opportunity to solve the problem of entering the segment even with high competition. In this aspect, Ukraine, having access to the sea, needs to ensure freight independence.

The international nature of the maritime business, its dynamism, the need for the operation of maritime navigation in conjunction with other modes of transport on the basis of the continuous development of technology and management contribute to the process of rapid development and complexity of the industry, driven by external and internal factors. Characteristic for maritime business is the existence of tough competition, in which the advantage - on the side of companies and countries that carry out transportation most effectively and forced to maximize the technological and managerial aspects of their work. Each member of the maritime business acts within the framework of a single maritime market and, therefore, competing with more dynamic partners, is forced to maintain their standards at the global level. Positioning of Ukraine as a maritime state requires taking into account the trends of world maritime trade.

Taking into account the aforementioned, the revival of national commercial seafaring is now a priority of realization of Ukraine's national interests in the sphere of functioning and development of the sea and economic complex. Converting shipping to one of the leading sectors of the national economy is advisable given the natural and climatic conditions, the existence of an extensive ports system, the personnel potential and the potential of shipbuilding, as well as taking into account the prospect of growing demand for national foreign trade for sea freight services. Ensuring the safety of maritime transport, the protection of ships and port facilities, the fight against piracy in today's conditions of deepening economic imbalances and military conflicts is an integral part of the process of becoming Ukraine as a world maritime state and an important element of the development of maritime transport under the national flag of Ukraine.

Ukraine's maritime policy should be based on a combination of administration and entrepreneurial initiative that ensures the sustainability of the operation of the maritime complex on the principles of securing the needs of foreign trade and expanding the export of transport services.

In turn, the main tasks of local administration in the shipping complex of Ukraine:

- achievement of transport safety of participation of residents in the international division of labor under the current conditions of the maritime trade market;
- ensuring safety and safe navigation and seamen's work;
- estimation of influence of external factors of development of the world economy;
- forecasting and consulting of technological evaluation of directions of transport trends of processes development;
- development of norms and standards of investment and functional activity of national units of the maritime transport industry;
- support of business structures in the system of reaction to restrictions.

Thus, the transition from economic management to sectoral principles to state economic development of Ukraine based on the establishment of national priorities will ensure a real participation of the state in attracting domestic enterprises to address issues related to the implementation of national priorities. State regulation of enterprises will be carried out mainly by economic methods, creating incentives to achieve the goals. State support of priority activities of domestic enterprises will allow to gradually modernize the industrial complex of Ukraine, eliminate disproportions in the economy, go from the raw material to the export of deep processing products, switch to a new technological method of production.

Ukraine's loss of advantages in all types of merchant shipping and in shipbuilding should draw attention to ways in which to formulate and implement an effective maritime transport strategy and to the search for optimal external investments ensuring the improvement of the technical and economic level of Ukraine's maritime transport as well as the creation of new jobs. One of the potentials for the revival of the national maritime transport industry still lies in the favorable geographic location of the country and the availability of specialists in this field.

Conclusions and perspectives of further research. Sustainability is the process of continuous transition of the system under the influence of external perturbations and management decisions from the less efficient condition into more efficient, progressive, intensive and strategic objectives.

Sustainable development is a complex concept that depends on a large number of economic, environmental and social factors. In the conditions of solving problems of comprehensive modernization of the economy, the problem of preservation and assessment of sustainable development of the enterprise becomes relevant, as various modernization strategies influence the indicators of its sustainable development in different ways.

The construction of an efficiently functioning transport system that meets the requirements of the modern sustainable development of the world economy is the task of any state regardless of its level of

development. Under the influence of structural changes in the economy, first of all, the replacement of materials and energy intensive industries with high-tech, increasing the level of control over the ecology of any production, formed the newest transport complexes that ensure the implementation of communication between objects and subjects of international relations with observance of requirements safety and reliability. These transport systems ensure the sustainable development of the transport industry as a whole.

Consequently, in the context of increasing the world community's attention to the global problems of mankind and the strategy of creating equitable and dynamic economic growth, sustainable transport becomes one of the most important directions for further development. Sustainable transport has a positive impact on the ecological, social and economic sustainability of society. Sustainable transport, serving virtually all types of international relations, is the basis for the formation of domestic and international markets and provides a full-scale development of the market economy and society as a whole, including from the standpoint of sustainability.

Despite substantial losses, the domestic maritime industry has retained the potential that could become the basis for intensifying the economic growth of the national economy. The level of management of the maritime activity (the maritime sector), which is carried out by several central executive authorities without sufficient coordination, both between themselves and with local authorities of the state executive power of the coastal regions, is insufficient. The legal framework regulating the activities of the maritime industry remains imperfect, in particular, much of the issues of the functioning of the industry in Ukraine are still regulated by by-laws. The direction of state maritime policy should contribute to further strengthening the position of Ukraine as a maritime state, creating favorable conditions for achieving the goals and solving the tasks of development of maritime activity.

The process of reforming the transport complex of Ukraine envisages strengthening the control of the state by using the cargo base of the domestic sea fleet of the country as a transport complex with a certain currency resource. It is extremely important for the activation of the transport companies of Ukraine to create its own information base on the world market situation.

The level of development of the transport system of the state is one of the most important signs of its technological progress and civilization. The need for a highly developed transport system is further enhanced by integration into the European and world economies; the transport system becomes the basis for the effective entry of Ukraine into the world community and the occupation of a place in it that corresponds to the level of a highly developed state.

ЛІТЕРАТУРА

1. Примачев Н.Т. Методи измерения ефективности морского транспортного комплекса / Н.Т. Примачев. – Одесса : ИПРиЭЭИ НАН України, 2009. - 260 с.
2. Krugman P. R. International Economics: Theory and Policy / P.R. Krugman, M. Obstfeld (8th Edition). – USA: Prentice Hall, 2008. - 712 p.
3. Гриффитс А. Экономика для бизнеса и менеджмента / А. Гриффитс, С. Уолл; пер. с англ. Я. И. Невмерджицкого. — Днепропетровск: Баланс Бизнес Букс, 2007. - 944 с.
4. Друкер, Питер Ф. Менеджмент: задачи, обязанности, практика / П.Р. Друкер; пер. с англ. – М. : ООО “И.Д. Вильямс”, 2008. - 992 с. : ил. – Парал. тит. англ.
5. Котлубай А. М. Проблемы теории и практики развития морского транспорта Украины / А.М. Котлубай. – Одесса : ИПРиЭЭИ НАН України, 2011. - 268 с.
6. Примачев Н.Т., Примачева Н.Н. Эффективность развития морской транспортной индустрии: моногр. / Н.Т. Примачев, Н.Н. Примачева. – Одесса : ОНМА, 2011. - 374 с.
7. Николаева Л.Л. Принципы устойчивого развития судоходных компаний в глобальном рынке морской торговли: моногр. / Л. Л. Николаева. – Одесса: Фенікс, 2007. - 323 с.
8. Жихарева В.В. Теория и практика инвестиционной деятельности судоходных компаний: моногр. / В.В. Жихарева. – Одесса: ИПРиЭЭИ НАН України, 2010. - 480 с.
9. Ильченко С.В. Украина в мировой транспортной системе: перспективы функционирования и развития: моногр. / С.В. Ильченко. — Одесса: ИПРиЭЭИ НАН України, 2012. - 455 с.

10. Примачев Н.Т. Экономические основы функционирования морского рынка транспортных услуг: моногр. / П.А. Бойко, С.В. Винников, И.А. Голубкова, Н.Н. Примачева, И.В. Савельева, Е.В. Сенько, Л.Л. Сотниченко. – Одесса: Автограф, 2004. - 320 с.
11. Review of Maritime Transport, 2017. Report by the UNCTAD secretariat – New York and Geneva: UN, 2017. — 114 p.

REFERENCES

1. Primachev, N.T. (Ed.) (2009). Metody izmerenija jeffektivnosti morskogo transportnogo kompleksa [Methods for measuring the effectiveness of the sea transport complex]. Odessa : IPRIJeJeI NAN Ukrainy [in Russian].
2. Krugman P. R. International Economics: Theory and Policy / P.R. Krugman, M. Obstfeld (8th Edition). – USA: Prentice Hall, 2008. - 712 p.
3. Griffiths, Alan & Wall, Stuart (2007) Economics for business and management (Ja. I. Nevmerdzhickogo, Trans). Dnepropetrovsk: Balans Biznes Buks.
4. Drucker, Peter F. (2008) Management: tasks, responsibilities and practices (Moroz, T. & Svirid, A. & Polonskaya, Yu., Trans). Moscow: Vil'yams.
5. Kotlubaj, A.M. (Ed.) (2011) Problemy teorii i praktiki razvitija morskogo transporta Ukrainy [Problems of theory and practice of development of maritime transport of Ukraine]. Odessa : IPRIJeJeI NAN Ukrainy [in Russian].
6. Primachev, N.T. & Primacheva, N.N. (Eds.) (2011) Jeffektivnost' razvitija morskoy transportnoj industrii: monogr. [Efficiency of the development of the maritime transport industry]. Odessa : ONMA [in Russian].
7. Nikolaeva, L.L. (Ed.) (2007) Principy ustojchivogo razvitija sudohodnyh kompanij v global'nom rynke morskoy trgovli: monogr. [Principles of sustainable development of shipping companies in the global maritime trade market]. Odessa : Feniks [in Russian].
8. Zhihareva, V.V. (Ed.) (2010) Teorija i praktika investicionnoj dejatel'nosti sudohodnyh kompanij: monogr. [Theory and practice of investment activities of shipping companies]. Odessa : IPRIJeJeI NAN Ukrainy [in Russian].
9. Il'chenko, S.V. (Ed.) (2012) Ukraina v mirovoj transportnoj sisteme: perspektivy funkcionirovanija i razvitija: monogr. [Ukraine in the world transport system: prospects for functioning and development]. Odessa : IPRIJeJeI NAN Ukrainy [in Russian].
10. Primachev, N.T. & Bojko, P.A. & Vinnikov, S.V. & Golubkova, I.A. & Primacheva, N.N. & Savel'eva, I.V. & Sen'ko, E.V. & Sotnichenko, L.L. Jekonomicheskie osnovy funkcionirovanija morskogo rynka transportnyh uslug: monogr. [Economic basis for the functioning of the maritime transport market]. Odessa : Avtograf [in Russian].
11. Review of Maritime Transport, 2017. Report by the UNCTAD secretariat – New York and Genève: UN, 2017. — 114 p.