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COMPLEX ECONOMIC ANALYSIS OF THE ACTIVITIES OF SEA TRANSPORT ENTERPRISES ON THE PRINCIPLES OF STABLE DEVELOPMENT

Topicality. The peculiarity of the functioning of enterprises in the current conditions of a long-term crisis is their constant dependence on the entire set of industrial and non-industrial entities, characterized by increased rigidity of competition. As a result, it negatively affects the competitiveness and sustainability of the operation of enterprises. Therefore, solving the problem of sustainable development and the ability to withstand adverse situations is an urgent task of enterprises in modern economic conditions. Improving the system for assessing the results of the development of national shipping involves the economic isolation of the resources of enterprises of maritime transport and the interdependence of the results of all units of industrial infrastructure from the nature of interaction in the process of operating in the market of transport services.

Aim and tasks. The purpose of the article is to develop theoretical, methodological and practical recommendations for a comprehensive analysis of the activities of maritime enterprises, as well as to systematize the conditions for the efficient functioning of the main units of the maritime transport industry in modern restrictions.

Research results. The article defines and classifies factors of influence on the work of companies and substantiates the main ways of getting out of the economic crisis. The basis of the formation of a balanced system of indicators of effective positioning of the subsystems of the maritime transport industry is justified. It determines the clarity of the implementation of strategic approaches to the transformation of the management system with institutional and entrepreneurial factors. The mechanism of management of the efficiency of navigation and port activity in entrepreneurial and macroeconomic aspects based on the final results taking into account the principles of a market economy, external factors and restrictions is substantiated.

Conclusion. Accordingly, many factors influence the sustainable development of the enterprise. However, not only the nature of factors, but also an effective mechanism for sustainable development of the enterprise is important for effective functioning. Ability to assess the sustainability of enterprise development allows to manage its level, effectively and adequately market situation to use its potential and achieve a favorable outcome.

Keywords: marine transport enterprises, sustainable development, efficiency, development trends, quality.

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КОМПЛЕКСНИЙ ЕКОНОМІЧНИЙ АНАЛІЗ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ МОРСЬКОГО ТРАНСПОРТУ НА ПРИНЦИПАХ СТІЙКОГО РОЗВИТКУ

Актуальність. Особливістю функціонування підприємств у сучасних умовах тривалої кризи є їхня постійна залежність від усієї сукупності промислових і непромислових суб'єктів, що характеризується підвищеною жорсткістю конкурентної боротьби. Як наслідок, це негативно позначається на конкурентоспроможності й стійкості функціонування підприємств. Тому вирішення задачі стійкого розвитку та здатності протистояти несприятливим ситуаціям є актуальним завданням підприємств в сучасних економічних умовах. Удосконалення системи оцінки результатів розвитку національного судноплавства

передбачає економічну відособленість ресурсів підприємств морського транспорту і взаємозалежність результатів всіх підрозділів виробничої інфраструктури від характеру взаємодії в процесі оперування на ринку транспортних послуг.

Мета та завдання. Метою статті є розробка теоретичних, методологічних основ і практичних рекомендацій щодо комплексного аналізу діяльності підприємств морського транспорту, а також систематизація умов ефективного функціонування основних підрозділів морської транспортної індустрії у сучасних обмеженнях.

Результати. У статті визначені і класифіковані фактори впливу на роботу компанії і обґрунтовані основні шляхи виходу з економічної кризи. Розкрито основи формування збалансованої системи показників ефективного позиціонування підсистем морської транспортної індустрії. Це зумовлює чіткість реалізації стратегічних підходів до трансформації системи управління з інституційними і підприємницькими факторами. Обґрунтовано механізм управління ефективністю судноплавства і портової діяльності в підприємницьких і макроекономічних аспектах за кінцевими результатами, що враховує принципи ринкової економіки, зовнішні фактори і обмеження.

Висновки. Таким чином, на стійкий розвиток підприємства впливає безліч факторів. Проте, для ефективного функціонування важливим є не тільки характер факторів, але й ефективний механізм, що забезпечує стійкий розвиток підприємства. Можливість оцінювання стійкості розвитку підприємства дозволяє управляти її рівнем, ефективно і адекватно ринковій ситуації використовувати свій потенціал і досягати сприятливого результату.

Ключові слова: морські транспортні підприємства, сталий розвиток, ефективність, результативність, тенденції розвитку.

Problem statement and its connection with important scientific and practical tasks. In today's post-crisis conditions of the country's economy, a large number of enterprises, especially transport, still remain unprofitable. This tendency is due to the lack of growth in volumes of transportation both for goods and passengers; reduction of the range of goods transported; reduction of the distance of transportation; low level of suitable rolling stock; the lack of a new fleet and a host of other reasons. That is why today it is relevant to conduct an analysis of the activities of water transport enterprises, to determine the features of its current state and to identify the reasons that hinder their development.

Therefore, the article focuses on the clarification of the theoretical positions on solving the problems of the development of the fleet and ports on the principles of complexity, which led to the need to improve approaches for substantiating investment decisions and the formation of organizational and economic mechanism of the effective management of functional activities in today's conditions of competition and interaction among participants of market of transport services.

Analysis of recent publications on the problem. The issues of sustainable development of maritime enterprises were reflected in the works of Primachov M.T. [1], Koba V.G. [2], Zhykhareva V.V. [3], Kotlubay O.M. [4], but there are new problems that require additional research. At the same time, the methods of assessing the impact of external administration on the effective positioning of the national merchant fleet are not fully covered, and the features of the management of the systemic safety of commercial seafaring are not fully disclosed in identifying the economic tasks of administration in navigation in the conditions of the formed sectoral division of the maritime trade market.

Allocation of previously unsolved parts of the general problem. The tough competition and the necessity of using technology achievements in shipping have led to a change in the traditional means of organizing the fleet, and new trends in the development of the world fleet. It is necessary to conduct qualitative and complete analysis, which will provide clear information and the possibility of adopting efficient and effective management decisions regarding the functioning, regulation and control of companies, due to the rapid flow of time, the change in the influence of the external and internal factors on the activities of enterprises.

Formulation of research objectives (problem statement). Giving preference to one or another development strategy of any subdivision of the marine transport complex depends on the predicted level of effectiveness of the chosen strategy option, where the quantification of this level is accompanied by different methods of calculation. As an indicator of the overall economic efficiency of an investment program based on the principles of capitalization of cash flows, it is necessary to take the ratio of growth of profit due to development to the corresponding increase in the cost of production potential. It is necessary to take into account the effect of interaction and non-systemic results of the innovation process.

The purpose of the article is to justify the choice of methods for assessing the economic results of development and interaction of marine transport enterprises, as well as a comprehensive study of the principles, methods and ways for ensuring the sustainability of enterprise development.

An outline of the main results and their justification. In general, efficiency describes the developed systems, processes, phenomena, as an indicator of the effectiveness of their development. We identify measures that contribute to the development process, and cut off those that lead to regression, trying to increase the efficiency of a specific type of business and their aggregate. In this sense, the effectiveness of activity and development is always related to practice. It directs management activities along the lines of reasonableness, necessity, justification and sufficiency.

Efficiency is a qualitative category related to the intensity of entrepreneurship development (dynamic qualitative category).

In general, performance measurement means comparing at three levels:

- comparison of current results with past basic performance;
- comparison of results between divisions (points to relative achievements);
- comparison of actual results and goals (best of all, since it focuses on tasks).

The essence of these assessment stages is to eliminate external influences and assess the economic efficiency of an enterprise based on the calculation of internal performance indicators. The main indicators of efficiency is an increase in profits achieved through lower costs and an increase in the volume of transport services. The analysis of the state of the marine transport enterprise is based on the reporting data of previous periods, while the effectiveness of future periods is directly dependent on previously achieved results. This is the main disadvantage of this algorithm.

The choice of the research method is determined by its objectives, as well as the feature of the object of study and the stage of the diagnostic process. It is necessary to use a set of criteria that reflect both existing practices and newly emerging objective processes. The most important among them:

- overall performance of the organization, that is, measure of achievement of the purposes for which it was created. The system of goals embraces economic and social, scientific and technical arrangements. It can be represented as a "target tree", in which objectives of different levels are linked to classification groups in such a way that the implementation of lower level arrangements leads to the realization of a certain higher-level goal;
- implementation of the program of economic and social development;
- financial security of work. This is the most important general economic performance criterion. Its indicator is the excess of revenue over costs, including the cost of fixed deductions to the state and the region, the development of the organization and social development of the collective;
- compliance with the technological level of the organization and sale of work (services) to the objective requirements of market development;
- achievement of the world level in terms of quality and cost of providing the work (services);
- solving the main social problems of the team. The most important indicators are the degree of satisfaction of the social and household needs of the team and the possibility of professional development;
- meeting environmental requirements by organization.

It should be noted that the business environment is a set of two components: external (factors that directly or indirectly affect the development of entrepreneurial activity) and internal (factors that are formed by the entrepreneur and management) (table 1).

Table 1

Factors that affect the efficiency of entrepreneurship

External factors	Internal factors
economic policy	structure of subjects of entrepreneurship
economic and geographical factors	marketing, sales and finance
social and economic factors	technology
scientific and technological progress	personnel
market conditions	production

The effectiveness of any activity is expressed by using the ratio of the result to the cost. Target orientation of such position - the desire to maximize. There is the task of maximizing the result, which falls on a cost unit.

Indicators, that used for performance evaluation, are net profit, economic profit, amount of coverage, return on investment capital, return on equity, earnings per share, share of coverage. For strategic purposes, net current value (NPV), economic value added (EVA), internal rate of return (IRR), and PI (profitability index) are used.

In the process of analysis and planning of the level of specialization of maritime enterprises, a system of indicators, that reflect the requirements of the criteria for effective stability of functional and investment activity, is used:

–share in the total volume of transport and reloading work performed by a specialized fleet or cargo complexes;

–number of specialized vessels, cargo terminals;

–the share of specialized vessels, ports, cargo terminals in the total carrying capacity or ports capacity;

–share of main types of cargo transported in the total transport work of this sector of the transport services market;

–average number of types of goods loaded onto one vessel or reloading complex (productivity) [5, p. 43].

The basic principles of sustainable development of the enterprise are showed in table 2.

Table 2

Basic principles of sustainable development of the enterprise

Principle	Its characteristic
Principle of consistency	It is necessary to consider the object and subject of management as a whole, when forming the mechanism of sustainable development of the enterprise. In this case, each structural unit of the enterprise must be considered as a system, which also has its constituent elements.
Principle of goal setting	This principle determines the direction of enterprise development in a certain perspective. Goal setting works as a qualitative definition of the purpose and therefore needs to be specified, in order to have the ability to pass goal setting to the functional elements of the system.
Principle of competency	This principle means that the formation of a sustainable development mechanism should cover all areas of the controlled entity, that is, it must implement all management functions and all stages of the life cycle of manufacturing and exploitation of products produced by the controlled object.
Principle of hierarchy	This principle means that the organizational structure in the formed mechanism should be multilevel with the delegation of certain authority for the adoption of managerial decisions to the corresponding structural units of the formed organizational management structure.
Feedback principle	This principle means that it is necessary to organize a permanent and timely receiving of required information in the control system about the status of the controlled object.

Source: [6, p. 126]

The share of equity in the total cost of the enterprise, which is called the coefficient of autonomy, is the main indicator of the financial stability of a shipping company:

$$k_{aut.} = \frac{\text{Equity}}{\text{Total Capital}}, \quad (1)$$

The economic efficiency of the functional activity of the fleet or port is ensured through the realization of developmental tasks and the relative balance of costs and the price formation of the final results. Methods for estimating and managing the efficiency of forming the production potential of maritime enterprises and their use should take into account the factors that distort the objectivity of the growth of resource productivity.

Building a model for evaluating and managing the performance of functional and investment activities should reflect:

- improvement of the system of purpose and evaluation indicators reflecting the focus on optimization of final results;
- strengthening the role of indicators, that reflect the efficiency of the use of economic resources;
- the tendency and regularities of improving the quality of products, the level of competitiveness and expansion of the company's positioning in the priority sector of the operator's market.

These provisions are the starting point for the formation of methodological bases for measuring and stimulating the results of the functional activities of shipping companies and merchant ports.

The general indicator of efficiency should interpret the economic essence of the functioning of the subjects of the maritime trade market, measure the results at all levels of management, give a reliable assessment of the enterprise. Ultimately, the general indicator focuses on optimization of decisions and on a rational attitude to the environment [1, p. 195-196].

The role of the general indicator of the efficiency of the development of maritime enterprises is to present information about the final results of the work of the fleet, ports and the quality of use of production potential.

The efficiency of the development of maritime enterprises can be assessed by the nature of the change in the productivity of the main type of resources in relation to the scale and rate of their involvement in the production process. However, it should be taken into account that the change in resource intensity in recent times is conditioned not only by production tasks, but also by factors enhancing safety and environmental friendliness. So the growth of labor productivity may not coincide with the change in capital stock and return on assets. They are related to the price parameters of the product market and factors of production [7, p. 105-106].

Social and economic efficiency should be allocated in the methodology for assessing the effectiveness of the economic decision. It reflects not only the efficiency of consumption of labor results. The problem is that many social and economic measures carried out at the enterprise, in terms of absolute and comparative efficiency, can be unprofitable, since there is no direct link between the human factor on which they are influenced and the results of economic activity.

Social and economic efficiency can be expressed in such indicators as the degree of satisfaction of members of the labor collective with the results of labor, conditions and safety of work, fatigue, the burden on the environment, quality of life and etc. In a number of projects, social and economic efficiency can be a decisive factor in their implementation. Indicators of social and economic efficiency complement calculations of absolute and comparative effectiveness, making the assessment of effectiveness more systematic and complex.

The positioning mechanism in any sector of the maritime trade market should be aimed at intensifying the use of the production potential of the shipping company and ports. The optimization of business and non-transport results becomes the main result of this provision [8, p. 784]. This task can be solved on the basis of substantiation of the necessary parameters of economic growth, stimulation of the technical and economic level of enterprises of maritime transport, as well as a rational correlation of the processes of administration and management. The final goal is the effectiveness of using investment resources and labor within the current state of the transport services market.

Efficiency and quality of production processes characterize the most important technical and economic, and operational indicators of maritime transport. According to these indicators, work is planned, accounting and control are carried out, and the results of activity are estimated.

Technical and economic, and operational indicators include quantitative and qualitative results of production processes.

The quantitative indicators include absolute values: the size of vessels, time costs, the volume of transshipment and overload of goods, which reflect the rating of the company.

Qualitative indicators represent the ratio of various quantitative indicators of the production processes of maritime transport and its production units (fleet, ports, shipyards) and participate in the choice of competitive position in the maritime transport market.

The level of resulting indicators of production processes depends on many factors: natural and climatic conditions, the structure of goods, fleet, technical equipment of ports, as well as technological processes of transportation and handling of goods [9, p. 63].

In general, the quantitative and qualitative characteristics of the operational work of maritime transport can be grouped according to the following set of indicators:

- quantity and quality of work;
- transportation and cargo turnover;
- technical priority and productive capacity;
- working hours of production capacities;
- implementation of technical speed of the vessel, fleet;
- use of load capacity and cargo capacity of the vessel, fleet, capacity of warehouses;
- the productivity of the ship, the fleet, the capacity of the seaports;
- intensity of handling of ships in ports;
- freight capacity of the fleet, port capacity;
- economic and financial results of the work of the fleet, ports, other enterprises of maritime transport.

Economic indicators take into account the revenues and expenses of the maintenance of vessels, transshipment equipment of ports and other productive capacities of enterprises of sea transport. Expenses are expressed by several indicators, among which it makes sense to separate: capital investments, operating costs, resulted expenses.

Capital investments are one-time expenses for the construction and installation of technical complexes of the fleet, buildings, structures, equipment and other technical means. Ultimately, this is the most important characteristic of the competitive positioning of enterprises of any form of ownership.

Operating costs are the current costs for the planned (reporting) period of the vessel, fleet, labor, material, energy, information, organizational and managerial production resources.

A general indicator of the scientific and technical level of production includes a number of indicators, among which the technical, technological, social, environmental, organizational, level of management, economic levels are distinguished [9, p. 64].

The technical level of production is the technical equipment of the enterprise, its productivity, technological design, reliability of work, seriality and interchangeability of structures and nodes, intensity of material consumption, competitiveness with world standards, patent and legal protection. They determine both the cost of the potential and its effectiveness.

The technological level of production is determined by the quality and efficiency of the technology of transportation of goods and maintenance of rolling stock of sea transport and cargo in ports, the intensity of the work, bandwidth, technological capacity, specialization and unification of operations, operational reliability, the rhythm of work, competitiveness with advanced models of world technology.

The social level includes indicators such as labor productivity and its social orientation, discipline of labor, group labor compatibility and its purposefulness, safety of work.

The organizational level evaluates the effectiveness of the organization of the production process, the degree of technical, technological, logistical, commercial, legal preparation of production. It is determined by the structure of management, the subordination of individual units, the synchronization and rhythm of the entire production process as a whole.

The ecological level characterizes the degree of harmful effects on the environment that arise during the work of the rolling stock of transport, service of transport and cargo in port. It determines the air pollution, contamination of the territory and water area with harmful products, dissipates in the process of cargo transportation, cleaning ships and cars.

The level of management is assessed by the degree of mechanization and automation of production processes, their information and managerial readiness in manual, mechanized and automated control modes.

The aggregated indicators of this group include: the level of mechanization of reloading process, automation of technical complexes, technological, information and management processes. Particular emphasis is placed on the integration of the management of the economic and mathematical apparatus.

The economic level reflects the economic efficiency of the production process in a combination of economic indicators - income, capital investment, operating costs, reduced costs, profit, return on assets, profitability, resource productivity. These indicators measure the performance of enterprises.

The management information system is very important in improving the efficiency and quality of production activities of maritime transport. The following criteria are used to assess its effectiveness:

- minimum expenses on information production and management losses due to its incomplete and insufficient quality;

- maximum of the total value of the received data at the given costs of various resources;

- minimum cost of all resources with a given program of release of information, that is, with a given nomenclature of output indicators and characteristics of their frequency, urgency, reliability. This criterion is more often than the first two, is used for practical statement and problem solving [9, p. 65-66].

Whatever the quality of products manufactured by industry and agriculture, it can not be effectively realized by the consumer until it is delivered to its destination in certain time periods, without loss in the process of transportation of commodity qualities. Thus, the quality of products is accompanied by the quality of transport products. It is not material in form, but material in content. In other words, the quality of manufactured products should be supplemented by the quality of the process of its transportation, so that at the point of destination the products have the quality that is necessary for the consumer [9, p. 110].

The quality of transport products includes the time of delivery of goods, their preservation, as well as the efficiency of maritime transport, that is, it includes the evaluation of its work.

For transport products, integrated quality indicators include the speed and preservation of cargo delivery, and integral indicators that are reflected in cost form, both the cost of transport resources and the economic effect reflect profit and net gross revenue, which relate to tonnage-days of the fleet in operation.

For port products, comprehensive indicators include the gross intensity of cargo operations in the main nomenclature and the storage of goods in the process of cargo operations (loading, unloading), including storage, and to integral - the cost of processing 1 ton of cargo, profits, etc.

The speed of delivery of goods as a comprehensive indicator of quality is understood in the broadest sense. The delivery time covers the entire period of liability of enterprises and organizations of maritime transport for the acceptance of the consignor's cargo to the consignee or other means of transport.

Safety of delivery of cargoes is provided in the process from their receipt from the consignor to delivery to the consignee or another type of transport [9, p. 111].

The quality of transport production largely depends on the external conditions of the production process. In the first place, this applies to the placement of goods transported. Factors such as long-term impact on loads, the temperature and humidity of which is constantly changing, the effects of various dynamic forces during overload, shifts in the vessel, is a result of the impact of the environment and transportation conditions.

Managing the effective positioning of a shipping company is most often oriented to the assessment of investment and production activities. This is quite clearly seen in the McMillan Dictionary, which states that the results of the industry: "the degree of achievement in the goals pursued by the firms that form it" [10, p. 63]. They are reflected in such indicators as "profitability, technical progress, design and product quality, as well as growth".

Managing the effectiveness of functional activity should reflect the work of maritime transport in two forms of being and the movement of matter - in space and in time. The change in the situation in using the fleet should be taken into account on the basis of the method of management of the results of the investment process. The level of rationality of labor costs and the quality of technical means are allocated in the formation of efficiency allocated. Shipping companies and trading ports should be guided by the normal use of capacities, which ensures timely reproduction of the potential.

Management and evaluation are based on the principle of calculation of final results. It is necessary to reflect the growth of results in the form of an integral effect. It represents the algebraic sum of changes in the value of an object - the effect of investment and the effect of functional activity on the average normative lifetime, as well as the effect of the cargo owners - reducing the cost of delivery and reducing the need for working capital [11, p. 270-271].

Improving the assessment of effectiveness is based on refining the results of the functional activity and the formation of an appropriate system of indicators reflecting the criterion limitations. They provide both minimization of costs and maximization of returns of resources. Methods of calculation of results should correspond with the conditions of development of market relations. The task of the merchant fleet or ports is to fully and timely meet the needs of sea freight delivery at high quality interactions with other transport companies. The normalized return on productive capacity and the achievement of business efficiency are also important [12, p. 83].

The dynamism of the system of indicators, its adaptability are conditioned by the course of development, the change in the priority of individual results and the increased relevance of resource conservation. Objectivity of the results management system requires improvement of the grouping of indicators. The position of economic principles is realized in the measurers of indicators with the help of special categories. Therefore, the indicators of economic efficiency should clearly capture the state of functional processes.

Indicators of the performance of the fleet and ports should reflect, in particular, the impact of the tools focused on the profitability of entrepreneurial activity. The severity of the indicators is conditioned by the need to monitor the state of competitiveness and focus on long-term financial sustainability. This approach defines the requirements for a set of indicators that reflect the orientation of the enterprise to the implementation of the target functions [1, p. 175]. The last ones are complicated by the IMO and ITF administration standards.

The effectiveness of the shipping company's and port's development is estimated by the ratio of the effect to the costs of factors of production, average capital investments per unit of output, the cost of the workplace, the term of investment return, net present value and the internal rate of payback. In the structure of the indicators of the efficiency of the functional activities of maritime enterprises should distinguish groups that reflect the directions and forms of change: the effectiveness of work and use of power, the non-systemic effect, technical development [1, p. 177].

In addition to the objectivity of indicators of planning and evaluation of the results, the objectivity of their application is important. It is determined by the influence of indicators on the implementation of the strategy of the cost-effectiveness of functional activities. Because of the multifaceted factors of the formation of entrepreneurial results, differentiation of indicators according to the working conditions of enterprises is required. In the economic mechanism, these indicators reflect the unity and distinction of macroeconomic, microeconomic and personal interests.

The central task of forming a system of indicators is the reflection of the functional links of resource using and the flexibility of development management. The enlarged grouping of indicators is represented by the following features:

- reflection of balance and progress of the plan (growth rates, level of fulfillment of obligations, ratio of demand and supply);
- increasing the return on productive capacity (implementation of project throughput, productivity, return on assets, etc.);
- effectiveness (dynamics of net result, volume of profit, profitability, reduction of cost);
- improvement of quality.

The work of the merchant fleet and ports can be evaluated by indicators that reflect technological features, and indicators that take into account macroeconomic goals. The volume of transport work and the intensity of traffic flow belong to the first. For others, there are the delivery time, transport costs, and productivity. The set of evaluation indicators is characterized by their interconnection and contradiction [12, p. 111].

The complexity of the development of any marine transport enterprise can be estimated by the scale of functional activity, structural shifts, the level of return of resources, the efficiency of building up and use of potential, relative need for financial resources. Ultimately, they determine the ability of shipping companies or ports to maintain and expand their positions.

Conclusions and perspectives of further research. Functional activity of enterprises of maritime transport is exposed to various conditions that are significantly reflected in the effectiveness of the using of production potential.

The final result of the transport system is formed under the influence of many factors, among which the optimality of interaction of individual enterprises, regardless of their form of ownership and

subordination. The main results of the clarity of interaction and creative management of the activities of individual enterprises should be considered the intensity of processing of traffic flows and the speed of delivery of goods. It defines the tasks of constructing mechanisms and tools for cooperation between transport companies of different levels of the production and management hierarchy.

Therefore, it is necessary to find effective ways and implement anti-crisis management measures throughout the life cycle of enterprises, which will help to smooth, and subsequently eliminate, decline in volumes and distances, fleet aging, stabilize personnel supply, create a favorable climate for investment attraction, and so on.

Improving the system for assessing the results of the development of national shipping involves the economic isolation of the resources of enterprises of maritime transport and the interdependence of the results of all units of the industrial infrastructure from the nature of interaction in the process of operating in the market of transport services.

Criteria for evaluation, a system of economic indicators and methods for their calculation are refined and improved in accordance with economic principles and taking into account market mechanisms for maximizing income.

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