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THE FORMATION OF INTEGRATED STRUCTURES AS A TASK OF ANTI-CRISIS STRATEGY OF THE REAL ECONOMY

It is rationalized the directions of forming integrated production systems as a task of anti-crisis strategy of the real economy. It is shown that the main directions of anti-crisis strategy of development of the real economy include the following: identifying and monitoring the situation of integrated production systems, funding of analytical research on development prospects on the international market, assessment of their impact on social services; forming communication platforms for their members, promoting the exchange of experience; implementation of programs to promote the access of participants to foreign markets, conducting joint market research, implementation of an educational policy of forming institutional environment.

Keywords: *anti-crisis strategy, development, industry, real economy sector, sustainable development.*

Introduction.

The challenges of the global economy require development of new approaches to strategic planning for economic growth. A significant role here should belong to industry, as the main link of the real economy. However, the latter is marked by predominance of industries with low technological mode, products of final destination is mostly noncompetitive in foreign markets, slowing economic growth in general.

Significant contribution to the formation of the theoretical foundations of the real economy was made by such domestic and foreign scientists as O. Alymov, O. Amosha, D. Bell, V. Besedin, B. Burkynskyi, Z. Varnaliy, A. Hranberh, E. Hoover V. Mykytenko and others.

The aim of this article

is to identify and rationalize directions of forming integrated production systems as the task of anti-crisis strategy of the real economy.

Results.

Promising form of cooperation between government, business and public for Ukraine can become their joint activities as a part of the integrated territorial production complexes.

World and domestic experience demonstrates several advantages of production systems based on the model of integrated territorial production complexes that provides a combination of cooperation with competition, represents the collective efficiency, creates flexible specialization. Integrated territorial production complexes are built on creating the economies of scale. Supporting cooperation, companies do not cease to compete with each other in reducing production costs and prices, improving product quality, searching for the Thus, not only an individual enterprise increases its competitiveness but also the specific geographic region and national economy in general. Formation of the state economy based on integrated territorial production complexes means creation competitive, innovative and attractive to investors economy, final result of which is to increase the level and quality of life.

Model of integrated territorial production complexes gained a significant popularity in the world practice. The last years were marked by a constant desire of states to improve their competitiveness. In fact, mobilizing efforts to increase the competitive advantage become the main task of each state in the market economy under modern conditions. Most countries use the integrated territorial production complexes to achieve this.

The first attempts to implement such model in Ukraine were made in Podillia, on the enterprises of Khmelnytskyi region, then in Carpathian, Polissia, Sevastopol, Poltava and other regions. These models have confirmed the perspective and effectiveness of integration efforts aimed at promoting the concept of formation of a new production system in economic practice.

Anti-crisis strategy for development of the real economy of Ukraine should be built on formation of the integrated territory production complexes. In this regard there are only single instances. In particular, according to the decision of the Government as of 25.02.2009 No. 154 the state holding company «Titan Ukraine», which composed of Sumykhimprom and Titan, SJSC, was founded. In the context of the current crisis it should be noted that the main direction of industrial policy must be innovative policy that is able to form a new core technology for the development of models of integrated territory production complexes, public and private partnerships, implementation of prioritized development projects. Ukraine has a significant potential of integrated territory production complexes, i.e. sustainable functioning of the system of interrelated industries, particularly in mechanical and instrument engineering, chemical, light industry, materials research, information technology, development of agriculture and other directions.

The world experience shows that the formation of integrated territory production complexes is an expensive process in which about half of the funding is borne by the

state (through the national and regional budgets) [1]. In addition, the integrated territorial production complexes widely use new funding mechanisms: formation of credit unions, outsourcing and subcontracting.

It is possible to identify a number of advantages of policy of forming integrated territory production complexes for the state. In particular, this provides effective use of the potential of individual regions, increases partnership dialogue between business and government, diversifies regional economy, increases number of taxpayers and the tax base, reduces dependence of budget from individual monopolistic business groups. [3]

Despite the fact that these technologies have several advantages and development prospects, there are problems that prevent their large-scale and effective use. The main problems are the following: lack of awareness among representatives of the authorities and businesses in matters of application of this approach; absence of systematic approach in the implementation of state policy on interactions of different levels of government in the implementation of integrated territorial production complexes and as a result the lack of organizational and financial support for such initiatives; deficit of specialists in the field of organization technology of formation of the integrated territory production complexes; lack of effective methodological framework.

The current stage of the global economy actualizes innovative component of economic development as a precondition for its dynamism and competitiveness. It is recognized that factors that promote the spread of new technologies gain significant importance: the interaction between science, education, finance, government strategy and creation of networks of relationships between firms and flexible specialization.

The concept of integrated territory production complexes is very promising for use in Ukraine's economy. Due to such approach at the regional level multisectoral cooperation becomes possible because the initiators and active participants are the local authorities. Due to the spread and continuous exchange of information mutually beneficial business contacts in the region become possible and cooperation between different-business structures extends. Thus consumers can get higher quality products manufactured by local resources. The mechanism of cooperation in the framework of integrated territorial production is advantageous since transaction costs of participants reduces considerably, large-scale business projects become possible through the participation of members of the complexes on the basis of co-financing, information capabilities of enterprises in the region increases, that encourages domestic and foreign investment, the consumer market is replenished with quality and diverse products.

Considering the model of integrated territory production complexes, we will define its primary strategic focus to ensure intersectoral collaboration of government – business – community (through various social organizations). Modern economic science proves high efficiency of strengthening such cooperation. For subjects of transformation economy of Ukraine this form of intersectoral cooperation is extremely important both because of the need to master the modern civilized methods of implementation of individual economic interests, and to concentrate of information, management and other resources to counter the competitive international business entities.

The question of the appropriateness and feasibility of establishing a model of integrated territory production complexes should be resolved at the regional and local levels. Thus, in the regional economic governance the principle of priority interests of local communities will be implemented, as opposed to recently popular sector approach to economic management.

Nowadays in Ukraine tendency to accelerate the formation of integrated associations with initiatives of central government is traced [5]. Considering integrated territory production complexes as a promising innovative form of local and regional economic development, we consider it appropriate to put the activation of the process of their creation on the relevant local and regional authorities. This process should not be prescriptive or inclusive in the country otherwise it will lose the positive potential of qualitative structural changes and lead to the emasculation of the idea, since it does not provide the necessary intersectoral collaboration, real interest and investor confidence. Moreover, by definition the model of integrated territory production complexes is successful because of its ability to assess realistically local factor and institutional conditions of development.

Activation of the model of integrated territory production complexes begins in the development period of the strategic plan of territorial development especially in crisis situation. It is at this stage a thorough analysis of the potential economic development is performed, the status and limitations of the existing economic and industrial structure are assessed and strategic priorities are identified. Since complete strategic planning process is possible only with the active participation of the other sectors (government – business – community), it is also favorable for determining the stakeholders of the future model of integrated territory production complexes.

Underestimating the specific character of industry branches in many respects led to the lack of effectiveness of transformation of the national economy. The main goal of modern industrial policy must be optimization of spatial structures from macroeconomic positions and therefore underestimation and disregard of territorial characteristics of formation of market relations negatively affect the overall economic situation in the country. In this context, identification and formation of growth poles in the regions and branches of multipliers support the creation of trigger sources for industrial development: increase employment, improve efficiency of the operation of regional economic complexes. It should be borne in mind that among the main causes of formation of the economic core is problematic industrial development of regions; limited resources and opportunities; the number and urgency of unresolved social and economic problems; territorial remoteness and length of communications; absence of significant reserves of natural resources and a number of others. Investment growth poles will foster a synergistic effect expressed in the growth of industrial output, profitable articles of the regional budget, improvement social indicators, increasing of living standards in the region. The formation of cores should be structured in the framework of industrial policy.

It should be noted that the prerequisite for a modern innovative territory production complex is the presence in it of organizations that will provide support through the

provision of expertise, technology or information and government agencies that significantly affect union members. Prospects for the development of integrated complexes caused by the placement of enterprises within one territorial unit, the presence of common industry problems and difficulties of each individual enterprise, focus on the needs of a market, presence of numerous enterprises and institutions, which play an important role in creating an integrated complex: universities that train personnel are responsible for information, research and technical support. The motivations for the industrial enterprise to join an integrated complex are the following: achieving a critical mass of capital for market penetration, obtaining of scale effect, neutralization of competitor, access to distribution networks or segments of consumers. But the most significant at this organizational form is to achieve positive synergy, i.e. strategic benefits that arise when combining a large number of organizations within a unified structure.

In strategic management synergetic effects are called strategic relevance. They are defined as corresponding cost items in expendable structure of different organizations. These correspondences can be the total geographical area, distribution channels, advertising, similar technology, research and development, cost reduction on expanding production through scale effect, research and development, unified system of personnel training. For synergetic approach, an important heuristic value is provisions for the presence in material of multiple systems and alternative development [5].

Increasing the intensity of innovation is an essential condition to ensure dynamic development and stable situation of production complex in the relevant markets, increase competitiveness. Achieving this goal is impossible without a systematic analysis of the innovative activity of industrial enterprises. Of particular importance are scientifically based methods for identification of reserves, including the synergistic effect from their joint implementation that promotes the creation of highly effective mechanism that ensures continuous generation and the fastest use of scientific and technological achievements in the industrial and innovative complex. Evaluation of the final results of innovative activity takes place in its environment and is independent of it. Detection of efficiency reserves of innovative activity is impossible without measuring the level of innovation.

In particular, when measuring the level of organization of innovative activity of industrial enterprises and a synergistic effect, the fact that the innovation process is a set of steps should be considered. The most important of these are research and development, evaluation of economic efficiency of innovative projects, implementing innovative ideas. It is appropriate to analyze both each stage and their relationship as a whole. It is therefore necessary to define indicators characterizing individually stage of research and development, evaluation of economic efficiency of innovative projects, stages of implementation of innovative technical solutions, ideas and all innovation activities in general. This analysis of innovative activity should be comprehensive, i.e. indicators should reflect the quantitative and qualitative changes in the field of innovation territory production complexes. Only consideration of the quantitative characteristics together with qualitative will fully analyze the meaning of synergetic effect

Speaking about the structure of Ukrainian exports, we can say that there are virtually no integrated production complexes that are competitive on the world market [6]. And their emergence is prerequisite for Ukraine's long-term competitiveness, overcoming crisis consequences. So stimulating the emergence of integrated territory production complexes should be a priority of the state economic policy, particularly in the context of anti-crisis strategy of the real economy.

The main directions of anti-crisis strategy of development the real economy at the state level must include: detection and monitoring of the situation of the development integrated production complexes at territorial level, territorial placement of individual units, funding analytical research on development prospects on the international market, the impact assessment of the integrated industrial complexes on the territory and the social sphere; forming communication platforms for potential participants of industrial complexes, including through the integration in the development process and discussion of regional development strategies, promoting the exchange of experience between regions; promotion consolidation among participants, implementation of programs to promote the entry of participants of integrated production complexes into foreign markets, conducting joint market research and promotional activities, implementation of an educational policy, enabling communication and cooperation of enterprises and educational institutions; development of information and communication infrastructure in the regions; forming institutional environment.

Conclusion.

Anti-crisis strategy for the development of the real economy of Ukraine is expedient to build on the formation of integrated production systems. The main directions of such state policy include: detection and monitoring of the situation of the development integrated production complexes at territorial level, territorial placement of individual units, funding analytical research on development prospects on the international market, the impact assessment of the integrated industrial complexes on the territory and the social sphere; forming communication platforms for potential participants of industrial complexes, including through the integration in the development process and discussion of regional development strategies, promoting the exchange of experience between regions; promotion consolidation among participants, implementation of programs to promote the entry of participants of integrated production complexes into foreign markets, conducting joint market research and promotional activities, implementation of an educational policy, enabling communication and cooperation of enterprises and educational institutions; development of information and communication infrastructure in the regions; forming institutional environment.

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CHARACTERISTICS OF THE NATIONWIDE PROGRAMS FUNCTIONING IN THE SPHERE OF HEALTHCARE IN SEPARATE COUNTRIES OF THE EASTERN EUROPE

Annotation. This article has outlined the comparative characteristics of the nationwide programs functioning in the sphere of healthcare in different funding systems and countries.

Key words: target program, healthcare funding, national program, HIV/ AIDS programs and financial mechanism.

Problem statement.

Ukraine's strategic choice of European approaches to forming social-economic and financial sphere requires more detailed studying and such direction of funds in the sphere of healthcare as target budget programs. Generally, availability of such programs is predetermined by the necessity to perform the state functions in the sphere of healthcare that is to ensure the health of a nation.

At present the healthcare system funding mechanism in Ukraine has revealed its inefficiency and irrationality in many aspects and thus needs improvements and reforming. The most significant disadvantages of the modern healthcare funding mechanism are insufficient allocated funds in the budget, irrationality of distribution, insufficient level of efficiency control over spending of allocated funds, limited funding of preventive program, etc. Miscalculation in healthcare funding has a negative impact on efficiency of the existing programs in the sphere of healthcare.

Analysis of researches.

The problematic aspects of the healthcare funding have been thoroughly addressed in the researches of such scientists and researchers as Yu. B. Ivanov [1], O.V. Portna [2], A.V. Bondar [3], O. Soldatenko [4], M. V. Shevchenko [5] and others. Despite the topicality and significance of the problem of rational healthcare funding and nationwide programs as of now there has not been formed any conceptual approach to the healthcare funding mechanism and corresponding target programs.