ANALYSIS OF COMPETITIVE BENEFITS ESTIMATION METHODS OF POWER GENERATING COMPANIES IN ECOLOGICAL MANAGEMENT

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Ukraine's energy Sector is one of the generating systems industries, but one of the most technologically outdated and economically inefficient. The basic principle of policy in the energy sector is to ensure its sustainable and effective development (that meets the needs of the country in energy) conservation technology with the integrity of the Unified Power System and energy assurance of Ukraine. The analysis shows that the energy sector is the most promising in terms of policy innovation and is the main carrier of the competitive energy development strategy of the country.
The term "competition" is one of the most important and most frequently used in economic literature. It is worth noting that proponents of the theory of general equilibrium and welfare economic theory allocate two concepts of competition:
1. competition as the final state of the rivalry between sellers and buyers (state of equilibrium, competition among market participants is eliminated);
2. competition as a process of rivalry, which may or may not turn into a final state (the analysis of equilibrium stability, speed of adaptation to new market conditions).
Appraisals competitiveness of enterprises is a complex and time-consuming task, which involves the use of a large database of information, the implementation of complex calculations and expert estimates.
The essence of expert prediction is that the predictive decision is based on a finite set of several alternative projections developed by various experts, and qualifications and their authors - experts forecast[1].
According to different classification attributes created on the basis of these approaches, methods of simulation and prediction of a subset of different types:

Signs Models and forecasts
by procedure of creating ☐ expert
☐ computational and analytical
by target orientation ☐ situation
☐ parametric
by type of prognostic statement ☐ contingent
☐ categorical
by form presentation ☐ deterministic
☐ probabilistic

Expert models and forecasts - the use of various conceptual ideas about nature and natural process, as well as statistical analysis of these experts, the numerical results of the dynamics of the state parameters of the objects, the possible features their change.
Computational and Analytical models and forecasts are based on the use of formal, formalize, causal models. Formal mathematical models are abstract mathematical expressions, which provide formal resemblance of various features of the models. Formalized mathematical models are a particular interpretation of the content, which increases confidence in the correctness, efficiency of their practical use. The most reasonable and effective are the causal predictions (built on the mathematical description of certain regularities and causal relationships).
Situation models and forecasts aimed at the description of sequences or implementation scenarios of events or phenomena in the test facility, and parametric - the definition of numerical values and characteristics of the dynamics of the important parameters of the state of the object.
Categorical models and forecasts allow for only one possible value of the estimated parameters. Contingent models allow several possible meanings of forecast or scenario development (their purpose is to specify and minimize the diversity of options for the future to facilitate the objective selection uniquely predictive decisions about that future).
The result of the implementation of the above methods and models can be either deterministic or probabilistic statements and predictions about the dynamics of the properties, functioning, behavior or development of the simulated object.
By deterministic sequences are unambiguous statements. By the probability - multiple statements and projections of possible developments with the assessment of the credibility of

their actual implementation, or probabilistic assessment of possible numerical values of the parameters of the state of the object in the form of the distribution functions of these values in a specific numeric range.
situational expert forecasts are reduced to predicting the implementation of any events (incremental, scenario forecasts), and parametric can be reduced to the award of economic or other indicators of specific forecast numerical values. The probability of each alternative methods of forecasting is associated with a certain probability.
To implement the forecasts system using special methodology and techniques, such as Delphi, Perth and others.
The above methods are directed to study the probable basis for the introduction of innovative reforms aimed at overcoming the technological backwardness of the main branches of material production. Accelerating the development of high-tech industries, is possible only if a state of active innovation and investment policy.

References
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