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**INTERNATIONAL ECONOMIC RELATIONS
AND SUSTAINABLE DEVELOPMENT**

**МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ
ТА СТАЛИЙ РОЗВИТОК**

**MIĘDZYKARODOWE STOSUNKI GOSPODARCZE
I ZRÓWNOWAŻONY ROZWÓJ**

**МЕЖДУНАРОДНЫЕ ЭКОНОМИЧЕСКИЕ ОТНОШЕНИЯ
И УСТОЙЧИВОЕ РАЗВИТИЕ**

Матеріали

Міжнародної науково-практичної конференції
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The decline of the national currency is beneficial to exporters, because they get export premium (premium) in exchange proceeds of foreign currency (eg dollars), which went on national reduced the price and they seek to increase their profits by increasing the export of goods at prices below the world average. At falling of the national currency reduces the real debt denominated in it, but it increases the external debt in foreign currency. In such a situation are borrowers currency loans, with the loan payment and repayment of the interest they have to spend more of the national currency.

The banking sector is now - not in a better situation. In order not to lose revenue, banks are forced to install a big difference between the purchase price and sale of foreign currency to protect themselves against possible floating exchange rate in the interbank market during the day. As a result, first of all, the client suffers. In Ukraine, most of the business entities are importers and, accordingly, today these companies incur losses.

There is a clear relationship: the higher the citizens' trust in their country's currency, the stronger and more stable economy and the welfare of citizens.

As a conclusion, that any exchange rate policy has its pros and cons NBU policy today should be aimed at increasing citizens' confidence in the national currency, the stabilization and development of the foreign exchange market, otherwise - a blank budget, non-payment of salaries, pensions and allowances.

CREATIVE MANAGEMENT AS A MODERN TOOL FOR IMPROVING THE COMPETITIVENESS OF UKRAINIAN ENTERPRISES IN INTERNATIONAL AREA

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One of the most important task for modern Ukrainian science is finding the levers to speed up the entrepreneurial activity in our country. Complicated economic situation, hard consequences after the last world financial crisis, activation the competitiveness in interstate markets of goods and services and other not less important factors caused to decreasing the temps of economic development. In addition, if the situation in services sphere is quite stable (this economy branch had a huge development temps before the crisis), the ambiance in real sector is a matter of concern.

However, we must to ascertain that the problems in manufacture industry had been existing even before the crisis. Finding answers why these problems were in our real sector is unbelievable hard task and is the object in many fundamental discussions between academic science and practical activity.

Nevertheless, it is possible to concern that one of these problems is low competitiveness of our plants, factories, state and private enterprises in the market of industrial goods (for example – consumer goods).

It is not the necessity to be an analyst for seeing that in retail sphere the trade is quite active even nowadays. The markets of computers, smartphones, tablets and other personal gadgets, appliances are “alive”. Ukrainian consumers are ready to buy vehicles, production equipment, construction materials etc. for the consumption in their companies as well as for personal needs, but Lion's share of these goods are imported from other countries.

On one hand, this means that buying such values is actually the investing of foreign economies – the financial resources, which could be used to improve and expansion of domestic enterprises goes abroad.

On the other hand, it is obvious that there is a narrow range of domestic industrial products, which could be relevant analogues to foreign goods and which potentially might satisfy with all consumer demand in modern Ukraine.

Of course, it doesn't mean that Ukrainian industry is incapable to produce competitive, necessary, modern goods. Ukraine has a powerful industrial, scientific, human potential and all kind of actual products is possible to produce in our country. However, from our viewpoint, there are some problems create additional restricts for industrial development: 1) Investment insufficiency. Our plants, factories need additional resources for modernization existing equipment and for building new, more technological productive facilities; 2) Strong confidence that imported goods a priori are better than domestic; 3) Obsolete methods for planning, organization, motivation and control (only for industrial enterprises: such branches like agricultural, service sphere had made many steps to change this situation).

Obvious that these problems are very famous, there is and was enormous quantity of publications, meetings, conferences, which not just took into account such positions, but suggested fundamental solutions for their overcoming.

But some questions, in this case, didn't find any answer: why Ukrainian consumer product must obligatorily be cheap? Why in the ratio between quality and price the preference must obligatory afford to the last?

Modern consumer is ready to buy expensive product but with proviso that this product is quality, reliable, durable, has the manufacturer's trustworthy guarantee. The other problem, based on previous, is international trade with more powerful and more solvent demand, where Ukrainian real sector unfortunately has low competitiveness nowadays.

That means, Ukrainian enterprises in real sector need new vision of demand, new approaches to handle with it, new instruments for stimulation the consumers, new solutions for getting further prospectives and creative management may be the basic concept to find adequate tools for realization these vectors.

Therefore, the tools of creative management (the ability in all management chain links to realize and accumulate new ways for solving old, present, future problems and to form appropriate scientific and productive potential) should implement in all national enterprises.

They must be aimed into solving problems connected with improving the level of planning, organization, motivation and control. In this context it is extremely important to create such productive system, which main goal won't be just to from the "effective" ratio between quality and price (there could be the variant: low price - low quality – in some cases it can be understood as effective ratio). But such ratio, which will ensure to the consumer sufficient (not just satisfactory) quality level with adequate price for this product.

As the conclusion: if Ukrainian real sector will chose the vector of structural reconstruction; if it will be ready for systematic diversification; if the main goal of corporate management will be satisfaction of all consumer needs in highest level; if Ukrainian industrial products will be made using the latest methods and technologies; if they (as an example - goods of mechanical engineering) will be closely connected with IT-sphere, then our national real sector would get powerful impulse for further development in domestic market as well as in foreign for increasing the welfare for our motherland and for Ukrainian citizens.

CAUSES AND EFFECTS OF THE DEVELOPMENT OF TRADE IN THE LIGHT OF SELECTED INTERNATIONAL TRADE THEORY

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International trade is defined as a paid exchange of goods or services with partners who have permanent residence outside the customs territory of the country. It concerns material goods that are sold or acquired abroad. On the other hand, in a broad sense, foreign trade also includes property and credit turnover and current turnover. Apart from commodity exchange, they consist of the purchase and sale of services, intangible goods and obligations resulting from the movement of people abroad, as well as the existence and existence of their own establishments diplomatic abroad. International trade stimulates economic development, technological progress, as well as the influx of modern technologies. Moreover, it is a kind of tool that makes the economy of a given country more flexible, which makes it possible to expand the markets of enterprises and the macro-level of whole countries.