Mechanisms of interaction between competitiveness and innovation in modern international economic relations

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The authors of the book have come to the conclusion that it is necessary to effectively use the management approaches to regulate modern international economic relations, methodological tools for analyzing international competitiveness and innovation. Basic research focuses on assessing the effectiveness formation of competitive advantages, study of social capital and human potential, analysis of marketing environment and development of exhibition-fair activities, formation of real estate market, risk assessment, use of electronic instruments on the financial market. The research results have been implemented in the different models of financial potential management, use of crowdfunding, formation of a transport strategy, development of border regions, formation of a new industrial policy, introduction of innovations in building, health, agriculture, sector of high technologies, development of the Latvian-Ukrainian economic cooperation. The results of the study can be used in decision-making at the level of international business, ministries and departments that regulate international relations, ensuring security and overcoming risks. The results can also be used by students and young scientists in modern concepts of the formation of international economic relations in the context of ensuring the competitive advantages of actors and improving innovation policy.

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Mariana Petrova – PhD, Assoc. Prof., Director of Education Technologies Center, St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria

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Mechanisms of interaction between competitiveness and innovation in modern international economic relations

INTRODUCTION ........................................................................................................ 9

Chapter 1
ENSURING COMPETITIVENESS OF BUSINESS ENTITIES IN MODERN INTERNATIONAL ECONOMIC RELATIONS ...... 10

Bogush L.
Social capital as a resource of competitiveness and rent for subjects of international economic relations ............................................................... 10

Kubratska L., Kadyrus I.
Estimation of marketing environment for an industrial enterprise ......................................................................................................................... 19

Kuvaieva T.
Assessment of competitive advantages of the enterprise functioning in network structures partnership type .............................................................. 30

Matviichuk L., Chuniak O.
Enterprise’s financial potential management under the conditions of Ukraine’s transistive economy ........................................................................ 39

Mazur V., Horodetskyy M.
Management of international competitive capacity of an enterprise ......................................................................................................................... 48

Novakovska I., Ishchenko N.
Transport strategy of Ukraine in the context of European integration ......................................................................................................................... 71

Strishenets O., Pavlov K.
Cyclical processes in forming housing property markets in Ukraine ......................................................................................................................... 79
Verkhoglyadova N., Kononova O., Ivanytska T.
Analysis of condition, development and solutions delivery of the management decisions effectiveness of a construction company ... 91

Chapter 2
JUSTIFICATION MECHANISMS FOR THE DEVELOPMENT OF INTERNATIONAL TRADE ........................................ 101

Salun M., Zaslavska K.
The perspectives for Latvian-Ukrainian economic cooperation .............................................................. 101

Vdovichena O.
Management of development of exhibition-fair activities of border regions in conditions of international cooperation and European integration ................................................................. 109

Chapter 3
USE OF INNOVATIONS IN THE INTERNATIONAL FINANCIAL MARKET .................................................. 126

Bashynska I.
The overview-analytical document of existing domestic and modern world-wide methods for identifying risk, its estimation and minimization of negative influence ............................................. 126

Hryhoruk P., Prystupa L.
Crowdfunding as an innovative technology for financing and promoting business projects ........................................ 135

Iaroshevska O.
Capital formation through optimization modeling of financial market electronic instruments .................................................. 144

Yevtushenko N., Malyshko V., Tsaruk A., Puchko A.
A new industrial policy aimed at globalisation ......................... 154
Chapter 4
MECHANISMS FOR ENSURING COMPETITIVENESS IN THE INTERNATIONAL LABOR MARKET AND PERSONNEL MANAGEMENT ......................................................... 164

Melnyk T., Losheniuk O.
Improvement of the system of reforming the institutional component at all levels of regulation of international labor migration ............ 164

Levytska O.
Motivation factor of competitiveness of the health care workers: international experience for Ukraine ................................................. 173

Yushchenko N.
Effective use of human potential of Ukrainians as a factor of enhancing the national competitiveness level and ensuring sustainable economic growth ....................................................... 182

Chapter 5
FORMATION OF INNOVATIVE MECHANISMS FOR AGRICULTURAL DEVELOPMENT ................................................. 192

Baryshevska I., Poltorak A., Shishpanova N.
Forming an innovative strategy for the development of agronomic companies ................................................................. 192

Ilyin V., Ilyina O., Ilyin V.
Prospects for the development of innovation activity of agrarian enterprises ........................................................................... 201

Piankova O., Ralko O.
Ukraininan producers on the world market of agricultural products and foodstufs: current state, trends and prospects of development ........................................................................ 210

Chapter 6
FORMATION OF COMPETITIVE ADVANTAGES AND USE OF INNOVATIONS BY BUSINESS ENTITIES IN THE CONTEXT EUROPEAN INTEGRATION ......................................................... 219
Danylchuk H., Kibalnyk L., Serdiuk O.
Modeling of integration processes of Ukraine to EU using random matrix theory .......................................................... 219

Kharun O., Rodionova I.
Innovational activity development of personnel of industrial enterprises under the conditions of European integration ............ 228

Zakharchenko N.
Preservation and development of high technology sector in Ukraine ......................................................................................... 236

CONCLUSION ................................................................................................................. 245