

**УКРАЇНСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ ЗАЛІЗНИЧНОГО
ТРАНСПОРТУ
ТРАНСПОРТНА АКАДЕМІЯ УКРАЇНИ
ПІДЙОМНО-ТРАНСПОРТНА АКАДЕМІЯ НАУК УКРАЇНИ
КРЕМЕНЧУЦЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ім. М. ОСТРОГРАДСЬКОГО
СХІДНОУКРАЇНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ім. В. ДАЛЯ
ДЕРЖАВНИЙ УНІВЕРСИТЕТ ІНФРАСТРУКТУРИ ТА ТЕХНОЛОГІЙ
UNIVERSITY OF ZILINA IN ZILINA
TECHNICAL UNIVERSITY OF SOFIA
TADEUSZ KOŚCIUSZKO CRACOW UNIVERSITY OF TECHNOLOGY
POZNAN UNIVERSITY OF TECHNOLOGY
UNIVERSITY OF OCCUPATIONAL SAFETY MANAGEMENT IN
KATOWICE
KAZIMIERZ PULASKI UNIVERSITY OF TECHNOLOGY AND
HUMANITIES IN RADOM
LANZHOU JIAOTONG UNIVERSITY
ПАТ «УКРЗАЛІЗНИЦЯ»**

**Тези доповідей
міжнародної науково-технічної конференції**

«ТЕХНОЛОГІЇ ТА ІНФРАСТРУКТУРА ТРАНСПОРТУ»

Харків 2018

Міжнародна науково-технічна конференція «Технології та інфраструктура транспорту», Харків, 14 – 16 травня 2018 р.: Тези доповідей. – Харків: УкрДУЗТ, 2018. - с.

Збірник містить тези доповідей науковців вищих навчальних закладів України та інших країн, підприємств транспортної та будівельної галузі за такими секціями: технології виготовлення та відновлення виробів транспортного призначення; проектування, виробництво та сервіс засобів транспорту; транспортні технології та логістика; проблеми безпеки на транспорті, в промисловості та інфраструктурі; захист довкілля, екологічна безпека та ресурсозберігаючі технології; забезпечення конкурентоспроможності підприємств транспорту і промисловості; інтеграційні процеси фінансово-економічного розвитку транспортної галузі.

<i>V. V. Prokhorova, S. A. Mushnikova, V. M. Protsenko, O. Arefieva</i> DEBUT-SYNERGETIC APPROACH IN THE MANAGEMENT OF SAFETY OF ENTERPRISE DEVELOPMENT	378
<i>I. V. Shevchenko</i> ACTUALITY OF CREATION OF INTEGRATED TRANSPORT AND LOGISTIC SYSTEMS OF CARGO TRANSPORTATION FOR ENSURING COMPETITIVENESS OF TRANSPORT ENTERPRISES	379
<i>O. Sushchenko, I. Trunina, O. Prokopishyna, N. Kozubova,</i> ECO-FRIENDLY BEHAVIOR OF LOCAL POPULATION, TOURISTS AND COMPANIES AS A FACTOR OF SUSTAINABLE TOURISM DEVELOPMENT	381
<i>H. E. Аванесова, I. B. Воловельська, В. О. Маслова, Т. Г. Сухорукова, Ю. М. Уткіна</i> ЕКОНОМІЧНА БЕЗПЕКА ПІДПРИЄМСТВ У СИСТЕМІ ГЛОБАЛЬНОЇ КОНКУРЕНТОСПРОМОЖНОСТІ	383
<i>I. Р. Бузько, Ю. І. Ключ, Ю. Ю. Д'яченко, В. І. Чиж</i> АКТИВІЗАЦІЯ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ ПРОМИСЛОВИХ ПІДПРИЄМСТВ НА ЗАСАДАХ СТРУКТУРНО-ІЄРАРХІЧНОГО АНАЛІЗУ РЕГІОНАЛЬНИХ ПРОБЛЕМ	386
<i>В. В. Варук, А. О. Крамаренко, В. А. Луньова, О. С. Пархоменко</i> ІННОВАЦІЇ ЯК ФАКТОР ЕКОНОМІЧНОГО РОЗВИТКУ	388
<i>А. О. Дергоусова, О. П. Чебанова, Ю. В. Єлагін</i> ІМІДЖ ЯК СКЛАДОВА ФОРМУВАННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВА	390
<i>В. Л. Дикань, І. В. Токмакова, Н. Є. Каличева, М. В. Корінь, А. О. Козлова</i> ІНСТИТУЦІОНАЛЬНА ПАРАДИГМА ПОСТІНДУСТРІАЛЬНОЇ ТРАНСФОРМАЦІЇ ПРОМИСЛОВОГО КОМПЛЕКСУ УКРАЇНИ	392
<i>О.В. Дикань, Г.В. Обруч, Н.Л. Фролова</i> ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА В УКРАЇНІ	394

DEBUT-SYNERGETIC APPROACH IN THE MANAGEMENT OF SAFETY OF ENTERPRISE DEVELOPMENT

*V.V. Prokhorova¹, D.Sc. (Econ.), S.A. Mushnikova², PhD (Econ.),
V.M. Protsenko, PhD (Econ.)³, O. Arefieva⁴, D.Sc. (Econ.)*

¹ Ukrainian Engineering and Pedagogical Academy (Kharkiv)

² National Metallurgical Academy of Ukraine (Dnipro)

*³ Department of approval of higher qualifications and licenses of the ministry
of education and science of Ukraine (Kiev)*

⁴ National Aviation University (Kiev)

The modern functioning of most Ukrainian industrial enterprises is in extremely negative state. At the same time, one of the necessary conditions for an exit from the current situation is to improve the quality of management. This will allow not only to deduce the results of enterprises' activities to pre-crisis indicators, but also to achieve a significant synergistic effect. An essential factor in improving management effectiveness is the use of gaming methods, mathematical models and methods in the preparation and adoption of managerial decisions.

An essential shortcoming of the mathematical formalization of social and economic problems is the consequence of their qualitative novelty and complexity. In connection with this, game methods are being increasingly used, by which they understand a set of logical and mathematical-statistical methods and procedures aimed at obtaining from the specialists the information necessary for the preparation and selection of rational solutions. Game methods are used in situations where the selection, justification and assessment of the consequences of decisions cannot be performed on the basis of accurate calculations. The game is an idealized mathematical model of collective behavior [1].

One of the aspects of the normal development of the enterprise, along with effective management, is its security. In the evolution of society's development, not only the complexity of management, but also the requirements to the quality of taken decisions increase [2]. The use of gaming methods in the management of enterprise development safety can ensure active and focused participation of specialists at all stages of decision making, which will significantly improve their quality and achieve a synergistic effect in the decision-making of management tasks.

Particular attention in management takes a combined debut-synergetic approach, based on the use of idealized, most often mathematical models. Its application makes it possible to predict the antagonisms of the interests of various participants at the initial stages of taking managerial decisions, before the emergence of a conflict situation and, thus creating the possibility of a synergistic effect at the final stage of taking a managerial decision. This saves time and money, while solving many practical problems. Modeling helps to bring complex and sometimes incompletely determined factors related to the problem of decision making into a logically structured scheme, to determine what data is needed to evaluate and select alternatives.

When making decisions, the hypothesis about the reliability and reliability of the information used to justify them is usually used. However, for many problems that are qualitatively new and non-repeating in nature, this assumption is either not known, or it cannot be proved at the time of taking the decision.

The main “information” difficulties arising in the development of complex solutions can be divided into groups:

- the initial statistical information - is often not sufficiently reliable, however, even with reliable historical data, it cannot always serve as a reliable basis for decision-making;

- some of the information is qualitative and difficult to quantify;

- in the practice of preparing solutions, there are often situations when the necessary information can be obtained, but at the time of taking a decision it is not available, because its receipt and processing are associated with a large expenditure of time and (or) means;

- there is a large group of factors that can influence the implementation of the solution in the future, but their impact cannot be accurately predicted;

- any scientific or technical idea contains the potential possibility of various schemes for its implementation, and any economic impact can lead to numerous outcomes.

Thus, for the perspective of the safe development of enterprises, it is necessary to apply new approaches to management. An example of such an approach is the debut-synergetic, which allows avoiding conflict situations at the initial stages of taking a management decision, at the final stages - to achieve a synergistic effect.

[1] Мулен Э. Теория игр с примерами из математической экономики: Пер. с франц.—М.: Мир, 1985.—200 с, ил.

[2] Шумпетер Й. А. Теория экономического развития. Пер. с англ. - М.: Прогресс, 1982. — 400 с.

UDK 656.078.12

ACTUALITY OF CREATION OF INTEGRATED TRANSPORT AND LOGISTIC SYSTEMS OF CARGO TRANSPORTATION FOR ENSURING COMPETITIVENESS OF TRANSPORT ENTERPRISES

I.V. Shevchenko

*Institute of Market Problems and Economic&Ecological Research
The National Academy of Science of Ukraine*

Trends in the development of the world economy are characterized by processes of internationalization, globalization and the universalization of economic processes, which causes the interdependence of the economies of individual states, causes structural changes in the world economy system and is accompanied by a recession amid growing economic crises. The above factors cause the need to transform the national Ukrainian economy to ensure the effective development of the country as a whole, its regions and sectors of the national economy. The development of foreign economic relations is a necessary condition for increasing the competitiveness of the national economy.