

Міністерство освіти і науки України
Чернігівський національний технологічний університет

НАУКОВИЙ ВІСНИК ПОЛІССЯ

Науковий економічний журнал

№ 1(13)

Частина 1

ЧЕРНІГІВ

2018

Державна реєстраційна служба України
Свідоцтво про державну реєстрацію друкованого засобу масової інформації
Серія КВ № 21188-10988ПР від 03.02.2015 р.

Науковий журнал «Науковий вісник Полісся» включено до Переліку наукових фахових видань України, в яких можуть публікуватися результати дисертаційних робіт на здобуття наукових ступенів доктора і кандидата наук з ЕКОНОМІКИ (Наказ Міністерства освіти і науки України № 747 від 13.07.2015 р.)

Журнал зареєстровано, реферується та індексується у наступних міжнародних наукометричних базах даних, репозитаріях та пошукових системах: індекс цитування ESCI у Web of Science (Thomson Reuters), Міжнародний центр періодичних видань (ISSN International Centre, м. Париж), Ulrichsweb™ Global Serials Directory, Crossref (DOI: 10.25140/2410-9576), Google Scholar, PИHЦ, Index Copernicus, Українська науково-освітня мережа УРАН,

Національна бібліотека України ім. В. І. Вернадського, реферативна база даних «Україніка наукова».

Випуск рекомендовано до друку рішенням Вченої ради ЧНТУ
Від 26.03.2018 р., Протокол № 4

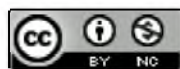
Редакційна колегія:

Шкарлет С. М.	доктор економічних наук, професор (<i>головний редактор</i>);
Коваленко Л. О.	кандидат економічних наук, професор (<i>відповідальний редактор</i>);
Гонта О. І.	доктор економічних наук, професор;
Абакуменко О. В.	доктор економічних наук, професор;
Антонюк Л. Л.	доктор економічних наук, професор;
Брітченко І. Г.	доктор економічних наук, професор (Тарнобжег, Польща);
Грیشнова О. А.	доктор економічних наук, професор;
Дьякон Р.	доктор економічних наук, професор (Рига, Латвія);
Живитере М.	доктор економічних наук, професор (Рига, Латвія);
Ільчук В. П.	доктор економічних наук, професор;
Левківський В. М.	доктор економічних наук, професор;
Маргасова В. Г.	доктор економічних наук, професор;
Савченко В. Ф.	доктор економічних наук, професор;
Сорвиров Б. І.	доктор економічних наук, професор (Гомель, Білорусь);
Тропіна В. Б.	доктор економічних наук, професор;
Білан Ю. В.	доктор економічних наук, доцент (Щецин, Польща);
Дерій Ж. В.	доктор економічних наук, доцент;
Живко З. Б.	доктор економічних наук, доцент;
Стрілковскі В.	доктор економічних наук (Прага, Чехія);
Саркісян А. С.	кандидат економічних наук, доцент (Свіштов, Болгарія);
Вдовенко С. М.	доктор наук з державного управління, доцент;
Корсак К. В.	доктор філософських наук, професор;
Мельник А. І.	доктор філософських наук, професор;
Півоварскі Ю.	доктор філософських наук, професор (Краків, Польща);
Мороз Н. В.	відповідальний секретар.

Н 34 Науковий вісник Полісся [Текст]. – Чернігів : ЧНТУ, 2018. – № 1 (13). Ч. 1. – 250, [2] с.
DOI: 10.25140/2410-9576-2018-1-1(13)

Висвітлюються актуальні проблеми розвитку сучасної економіки, функціонування та розвитку підприємств різних форм власності, інвестиційно-інноваційної діяльності, підвищення конкурентоспроможності національної економіки, регіонального розвитку.

Для наукових працівників, викладачів, аспірантів, студентів, практиків.



Ліцензія Creative Commons «Attribution-NonCommercial»
(«Із зазначенням авторства – Некомерційна») 4.0 Всесвітня

ISSN 2410-9576 (Print)
ISSN 2412-2394 (Online)

Ministry of Education and Science of Ukraine
Chernihiv National University of Technology

SCIENTIFIC BULLETIN OF POLISSIA

Scientific journal on Economics

No 1(13)

Part 1

CHERNIHIV

2018

The *Scientific Bulletin of Polissia* has been included in the list of scientific professional publications of Ukraine, where the results of dissertations for the degree of Doctor and Candidate of Economics can be published (established by the decree of Ministry of Education and Science of Ukraine from July 13, 2015, № 747)

The journal is registered, being reviewed and indexed in the following international scientometric databases, repositories and search engines: citation index ESCI in Web of Science (Thomson Reuters), international Centre for periodicals (ISSN international Centre, Paris), Ulrichsweb™, Global Serials Directory, Crossref (DOI: 10.25140/2410-9576), Google Scholar, RISC, Index Copernicus, Ukrainian Research and Academic Network URAN, Vernadsky National Library of Ukraine, abstract database "Ukrainika naukova".

The issue is recommended to be sent to the press by
Chernihiv National University of Technology Academic Senate decision
From 26.03.2018, Proceeding № 4

Editorial Board:

Shkarlet S. M.	Doctor of Economics, Professor (<i>chief editor</i>);
Kovalenko L. O.	Candidate of Economic Sciences, Professor (<i>managing editor</i>);
Gonta O. I.	Doctor of Economics, Professor;
Abakumenko O. V.	Doctor of Economics, Professor;
Antoniuk L. L.	Doctor of Economics, Professor;
Britchenko I. G.	Doctor of Economics, Professor (Tarnobrzeg, Poland);
Hrishnova O. A.	Doctor of Economics, Professor;
Djakons R.	Doctor of Economics, Professor (Riga, Latvia);
Živitere M.	Doctor of Economics, Professor (Riga, Latvia);
Ilchuk V. P.	Doctor of Economics, Professor;
Levkivskiy V. M.	Doctor of Economics, Professor;
Marhasova V. H.	Doctor of Economics, Professor;
Savchenko V. Ph.	Doctor of Economics, Professor;
Sorvyrov B. I.	Doctor of Economics, Professor (Hemel, Belarus);
Tropina V. B.	Doctor of Economics, Professor;
Bilan Yu. V.	Doctor of Economics, Associate Professor (Szczecin, Poland);
Derii Zh. V.	Doctor of Economics, Associate Professor;
Zhyvko Z. B.	Doctor of Economics, Associate Professor;
Strielkowski W.	Doctor of Economics (Prague, Czech Republic);
Sarkisian A. S.	Doctor of Economics, Associate Professor (Svishtov, Bulgaria);
Vdovenko S. M.	Doctor of Public Administration, Associate Professor;
Korsak K. V.	Doctor of Philosophy, Professor;
Melnyk A. I.	Doctor of Philosophy, Professor;
Piwowski J.	Doctor of Philosophy, Professor (Cracow, Poland);
Moroz N. V.	managing secretary.

Scientific Bulletin of Polissia [Text]. – Chernihiv : ChNUT, 2018. - № 1 (13). P. 1. – 250, [2] p.
DOI: 10.25140/2410-9576-2018-1-1(13)

Urgent problems of present-day economics' development, different ownership enterprises operation and development, investment and innovative activity, increasing national economy's competitiveness, regional development are reported.

It is intended for scientists, lecturers, postgraduate students, students and practitioners.



Creative Commons License "Attribution-NonCommercial"
4.0 International (CCBY-NC 4.0).

ISSN 2410-9576 (Print)
ISSN 2412-2394 (Online)

ЗМІСТ TABLE OF CONTENTS

Частина 1 Part 1

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ NATIONAL ECONOMY MANAGEMENT AND ECONOMICS

<i>Varnalii Z. S., Nikytenko D. V., Mykytiuk O. P.</i> Methodological bases of research of the system of investment security of the nation	8-14
<i>Krutova A. S., Tarasova T. O., Nesterenko O. O.</i> Sustainable development reporting as an instrument for institutional reform in Ukraine	15-19
<i>Lisovyi A. V., Gerasymchuk N. A., Bodnarchuk O. H.</i> Analysis of motivation for deregulation of entrepreneurial activity as the main way to reduce administrative barriers in the economy	20-24
<i>Marhasova V. G., Anishchenko V. O., Kurmaiev P. Y.</i> Ecological component of the society development in the economic theories of reproduction	25-32
<i>Melnyk T. M., Kasianok K. G., Diachenko O. V.</i> Geostrategic matrix of foreign direct investment redirection	33-41
<i>Tarasenko I. O., Tsymbalenko N. V., Tarasenko O. S.</i> Strategic priorities of higher education development in Ukraine	42-46
<i>Fedulova I. V., Sagaydack J. A.</i> Forming company's risk appetite	47-53
<i>Chugunov I. Ya., Pasichnyi M. D.</i> Fiscal policy for economic development	54-61
<i>Bilan Yu. V., Yatsenko O. M., Nitsenko V. S.</i> Global dominents for the development of China's trade policy: opportunities and threats for co-operation with Ukraine (Part 1. Definitive determinants of China's foreign trade)	62-69
<i>Liashok Ya. O., Moysiienko K. Ye.</i> Dynamics of bilateral investments of Ukraine and Russian Federation: before and after the beginning of the political and military conflict	70-76
<i>Omelchuk V. O., Kravchenko M. V.</i> Directions for reducing poverty in Ukraine through the powerful middle class formation	77-82
<i>Pavlova H. Y., Honcharenko O. V., Yakubenko Y. L.</i> Institutionalization of innovation transformations of agricultural production in the context of providing economic security	83-87
<i>Rudnichenko Ye. M., Havlovska N. I., Yadukha S. Y.</i> Implementation of managerial innovations in the system of providing economic security for subjects of foreign economic activity	88-94
<i>Semenova V. G.</i> Problems of formation of intellectual capital and their influence on innovative development of enterprises	95-99
<i>Chorna N. P., Chorny R. S., Shandruk S. K.</i> Socio-economic development of Ukraine: new challenges and threats	100-107
<i>Shkrabak I. V., Riazanova N. O.</i> Financing of projects of use of renewable energy sources	108-114
<i>Zaloznova Yu. S.</i> Problems of formation of the neoindustrial model for industry development in Ukraine	115-122
<i>Laiko O. I., Balan O. S., Shlapak A. V.</i> Challenges and perspectives of institutionalization of investment activities stimulation means in the national economy	123-128
<i>Manzhura O. V.</i> Development of a cooperative model of a national economy in the context of European integration	129-134
<i>Beglytsia V. P., Tsyplitska O. O.</i> Corruption and economic development: the role of the state	135-141
<i>Tyshchenko O. V., Chernous S. M., Sirokha D. I.</i> Addressed social assistance as a social and economic factor of overcoming poverty of the population of Ukraine	142-151
<i>Kudyrko L. P., Iksarova N. O., Golovachova O. S.</i> Prospects for increasing exports of agricultural products in the context of deepening the strategic partnership between Ukraine and the EU	152-158
<i>Vakulich M. M., Kliuchnyk R. M.</i> Concept of investment climate management: models of monitoring and innovative implementation	159-168
<i>Panchenko O. I., Kalchenko O. M.</i> Insurance of export credits as a basis for the activation of foreign economic activities of enterprises	169-175

<i>Polyakov M. V., Shevchenko G. Y., Bilozubenko V. S.</i> Clustering of countries in global landscape of knowledge economy development	176-183
<i>Lishchynskyy I. O., Lyzun M. V.</i> Social efficiency of European economic and Monetary Union	184-188
<i>Svynchuk A. A., Garafonova O. I., Kolupaieva I. V.</i> Concepts of social entrepreneurship: international aspect	189-195
<i>Svystovych R. S.</i> The legal basis for macrofinancial budgeting	196-200

РЕГІОНАЛЬНА ЕКОНОМІКА REGIONAL ECONOMICS

<i>Khudolei V. Yu., Ponomarenko T. V., Prokopenko O. V.</i> Energy efficiency as a part of energy trilemma	201-208
<i>Chernov S. I., Haiduchenko S. O., Bielska T. V.</i> Regional management in the conditions of decentralization of the state authority: socio-cultural aspect	209-214
<i>Vinnytska O. A., Berzhanir A. L., Berzhanir I. A.</i> Simulation of the local budget income structure in the context of the financial independence of local government bodies	215-221
<i>Реферату / Abstracts</i>	222-230
<i>Відомості про авторів / Authors data</i>	231-246
<i>Правила оформлення та подання рукопису до журналу / The rules of formatting and publishing the article in the journal</i>	247-250

Частина 2 Part 2

ІННОВАЦІЇ INNOVATIONS

<i>Melnyk V. I., Pohrishchuk G. B.</i> Economic growth of horticulture in the context of innovation development	8-15
<i>Cherlenjak I. I., Domyshche-Medyanyk A. M., Hrubinka I. I.</i> Innovative components of added value and the problem of factors and incentives of economic growth in Ukraine	16-22
<i>Biloshkurska N. V., Biloshkurskyi M. V., Omelyanenko V. A.</i> Evaluation of Ukrainian industry innovative development with a technological progress parameter	23-28

ЕКОНОМІКА ПРАЦІ LABOUR ECONOMICS

<i>Yazliuk B. O., Brukhanskyi R. F., Nahara M. B.</i> Formation of system of human resources management of tourist enterprise on coaching base	29-35
------------------------------------------------------------------------------------------------------------------------------------------------	-------

УПРАВЛІННЯ ПІДПРИЄМСТВОМ ENTERPRISE MANAGEMENT

<i>Savina G. G., Dzhereliuk I. O.</i> The system approach to the assessment of anti-crisis sustainability of the enterprise	36-40
<i>Volyanskiy P. B., Mikhailov V. N.</i> Organisation managerial grounds of Polish fire and rescue service: experience for Ukraine	41-46
<i>Averitchev I. M.</i> Methodological approaches to economic security evaluation of water transport companies of Ukraine	47-53
<i>Lalukulich M. Y.</i> Improvement of services by motor transport enterprises due to innovative and financial support	54-59
<i>Iurchenko M. E., Marchenko N. A.</i> Model of determining the optimal supply time of products	60-63

ФІНАНСИ. БАНКІВСЬКА СПРАВА FINANCE. BANKING

<i>Abakumenko O. V., Lukiashko P. O., Viknianska A. O.</i> Retrospective use of financial tools of the SE "National Atomic Energy Generating Company "Energoatom"	64-67
<i>Lyeonov S. V., Samusevych Y. V., Demkiv I. M.</i> The measurement of influence of innovations' implementation on the commercial banks performance	68-76
<i>Luchik S. D., Yevdoshchak V. I., Manachynska Yu. A.</i> The need of development of NAR 3 «Actuarial financial reports» in the context of business management	77-84

<i>Kurylo V. I., Gyrenko I. V., Mushenok V. V.</i> Tax burden as a disincentive factor of agricultural production development in Ukraine	85-90
<i>Дубина М. В., Жук О. С., Бондаренко Л. М.</i> Особливості формування інституту довіри на ринку фінансових послуг	91-99
<i>Cherkasova S. V.</i> Features of financial investment of banks and non-banking institutional investors in Ukraine	100-106
<i>Hnydiuk I. V., Dalievska T. A., Gataullina E. I.</i> Fiscal policy as the tool of macroeconomic regulation	107-112
<i>Savko O. Ya., Melnychuk I. V.</i> Analysis of environmental taxation of oil and gas production enterprises	113-117
<i>Chistiukhina Yu. A., Burtseva O. E., Pytko S. O.</i> Quantitative evaluation and directions of increasing the effectiveness of fiscal decentralization in Ukraine	118-128

МЕНЕДЖМЕНТ MANAGEMENT

<i>Shkarlet S. M., Iliencko O. V., Kyrylenko O. M.</i> Quality of corporate governance as a factor of corporation strategic development	129-135
<i>Goncharenko O. G.</i> Penitentiary Service management from the position of service approach	136-140
<i>Horat L. T., Perevozova I. V., Shyiko V. I.</i> Modelling business processes of natural gas transportation	141-148
<i>Duka A. P., Holyk M. M.</i> The modern concept of public management evaluation	149-154
<i>Karpenko O. O., Palyvoda O. M., Bondar N. M.</i> Modelling the integral performance of transport and logistics clusters	155-160
<i>Oliifirenko L. D.</i> Methodical approaches to balanced administration in organs of public authorities	161-164
<i>Kopytova I. V., Fedorenko V. V.</i> Efficiency of management activity on the basis of moral-legal and psychological regulation	165-169
<i>Kochubei D. V., Lysa S. S.</i> Formation of a system of performance indicators for logistics in e-commerce	170-174
<i>Rodashchuk H. Yu., Solsky O. S., Kutkovetska T. O.</i> Use of informational technologies in the logistics activities of agricultural enterprises	175-182
<i>Sai D. V., Sevruck I. M., Tunitska J. M.</i> Competitive strategies in retail industry: development and implementation in conditions of modest economic growth	183-190

МАРКЕТИНГ MARKETING

<i>Морохова В. О., Бойко О. В., Борзаковська Л. В.</i> Методичні положення комплексного маркетингового аналізу та прогнозування розвитку ринку торгівельного обладнання	191-198
<i>Суворова С. Г., Карпенко Ю. М., Жидок В. В.</i> Формування системи оцінки результатів маркетингових досліджень	199-204
<i>Zubarijeva M. A., Shturkhetsky S. V.</i> Marketing features of promotions tactics of social business in social networks	205-209
<i>Реферати / Abstracts</i>	210-218
<i>Відомості про авторів / Authors data</i>	219-234
<i>Правила оформлення та подання рукопису до журналу / The rules of formatting and publishing the article in the journal</i>	235-238

Науковий вісник Полісся

Науковий економічний журнал

№ 1(13)

Научный вестник Полесья

Научный экономический журнал

№ 1(13)

Друкується в авторській редакції з оригінал-макетів авторів.

Редколегія не завжди поділяє погляди авторів статей.

За достовірність викладених фактів
та коректний переклад статей іншими мовами відповідальність несе автор.

Головний редактор	С. М. Шкарлет
Відповідальний редактор	Л. О. Коваленко
Технічний редактор	Н. В. Мороз
Комп'ютерна верстка	Н. В. Мороз, І. М. Мекшун, А. І. Маковецька
Дизайн обкладинки	І. М. Мекшун
Технічні редактори з питань комп'ютерного забезпечення	С. В. Злобін, І. М. Мекшун
Мовне редагування	Л. Ю. Ільченко, О. В. Друпп, Ю. Ю. Затворницька
Друкар	Н. А. Тестова

Набір комп'ютерний. Підписано до друку 27.03.2018. Здано до друку 02.04.2018
Формат 60x84/16. Папір офсетний №1. Друк цифровий.
Умов. друк. арк. 26,15. Обл.-вид. арк. 24,27.
Наклад 100 прим. Зам. № 1820.018.050.

Чернігівський національний технологічний університет
14027, м. Чернігів, вул. Шевченка, 95.

Свідоцтво про внесення суб'єкта видавничої справи
до Державного реєстру видавців,
виготівників і розповсюджувачів видавничої продукції
серія ДК № 4802 від 01.12.2014 р.

Scientific bulletin of Polissia

Scientific journal on Economics

№ 1(13)

Pressed in an author's edition from the authors' original layouts.

Editorial Board is not always agreed with the authors' views.
An author is responsible for the given facts' authenticity.

Chief Editor	S. M. Shkarlet
Responsible Editor	L. O. Kovalenko
Technical editor	N. V. Moroz
Computer typing	N. V. Moroz, I. M. Mekshun, A. I. Makovetska
Cover design	I. M. Mekshun
Technical editor and Computer Support	S. V. Zlobin, I. M. Mekshun
Language editing	L. Yu. Ilchenko, O. V. Drupp, Yu. Yu. Zatvornytska
Printing	N. A. Testova

Computer typing. Signed to the press 27.03.2018. Sent to the press 02.04.2018
Format 60x84/16. Offset paper № 1. Conventional pressed paper 24,27.
Edition 100 copies.

PUBLIC

Chernihiv National University of Technology
14027, Chernihiv, Shevchenka Str., 95

State Registration Certificate of Printing Mass Medium
Series ДК № 4802 from 01.12.2014

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

UDC 338.244.47:658.114

УДК 338.244.47:658.114

A. V. Lisovyi, Doctor of Economics,
Professor,
N. A. Gerasymchuk, Doctor of Economics,
Associate Professor,
O. H. Bodnarchuk, Doctor of Law,
Associate Professor

A. В. Лісовий, д. е. н.,
професор,
Н. А. Герасимчук, д. е. н.,
доцент,
О. Г. Боднарчук, д. ю. н.,
доцент

**ANALYSIS OF MOTIVATION FOR
DEREGULATION OF ENTREPRENEURIAL
ACTIVITY AS THE MAIN WAY TO REDUCE
ADMINISTRATIVE BARRIERS IN THE
ECONOMY**

**АНАЛІЗ МОТИВАЦІЇ ДЕРЕГУЛЮВАННЯ
ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ ЯК
ОСНОВНОГО НАПРЯМКУ ЗНИЖЕННЯ
АДМІНІСТРАТИВНИХ БАР'ЄРІВ В
ЕКОНОМІЦІ**

Urgency of the research. The ultimate goal of state regulation of the economy is to achieve a compromise between efficiency and social justice. But in a modern market environment, such goal is unachievable, and therefore it is necessary to determine how to even partially complete this goal, which can be helped by deregulation.

Target setting. The authors set the hypothesis of this article as motivation for reducing the administrative barriers which consist of the justification and calculation of this matter among groups involved.

Actual scientific researches and issues analysis. The theoretical and methodological basis of the institutional and neoinstitutional concept of entrepreneurship were presented in the works of Coase R., North D., McGuire M., Olson M., Williamson O., Hodgson J. Among Ukrainian economists, institutional studies of the economic environment were carried out by Zaburanna L., Malik M., Shpykuliak O., and others.

Uninvestigated parts of general matters defining. Motivation to reduce administrative barriers for entrepreneurs requires additional reasoning for adequate methodological and applied institutional tools.

The research objective. The aim of this work is to use methods of game theory in order to analyze the motivation to deregulate entrepreneurial activities.

The statement of basic materials. The authors in this article considered two situations describing the creation and overcoming of the administrative barriers to enter the commodity market with the help of bribes from entrepreneurs to responsible officials. In the first situation interaction is performed between the official and the entrepreneur, in the second - between equal entrepreneurs for access to the administrative resource. Thus, as follows from the considered model, the situation of creating administrative barriers and receiving rent from their existence by officials due to the bribes (in the most spacious case) shows its stability under certain rules of the game, which in the economy corresponds to the institutional structure of a particular market or industry management.

Conclusions. The nature of the transaction costs arising as a result of the influence of administrative barriers on the economic activities of entrepreneurs was discussed in the article. As the result of theoretical conclusion and calculations based on the matrix play, the unproductiveness of the cost redistribution has been revealed which is exceeding the positive impact of the coordinating and restrictive functions of the administrative barriers.

Keywords: motivation; deregulation; entrepreneurial activity; administrative barriers; strategic interaction.

Актуальність теми дослідження. Кінцевою метою державного регулювання економіки є досягнення компромісу між ефективністю і соціальною справедливістю. Але в умовах сучасної ринкової економіки ця мета є недосяжною, внаслідок чого необхідно визначити способи здійснення адекватного досягнення хоча б частини цієї мети.

Постановка проблеми. Робоча гіпотеза полягає в обґрунтуванні і прорахунку мотивації зниження адміністративних бар'єрів у зацікавлених груп.

Аналіз останніх досліджень і публікацій. Теоретико-методологічні основи інституційної та неоніституційної концепції підприємництва представлені в роботах Коуза Р., Норта Д., Олсона М., Ходжсона Дж. Серед вітчизняних економістів інституційні дослідження економічного середовища здійснені Забуранною Л. В., Маліком М. Й., Шпикуняком О. Г. та ін.

Виділення недосліджених частин загальної проблеми. Мотивація зниження адміністративних бар'єрів у підприємстві вимагає додаткового обґрунтування адекватного інституційного методичного та прикладного інструментарію.

Постановка завдання. Мета роботи полягає в тому, щоб на основі теорії ігор провести аналіз мотивації до дерегулювання підприємницької діяльності

Викладення основного матеріалу. В роботі розглянуті дві ситуації, що описують створення і подолання адміністративного бар'єру входу на товарний ринок за допомогою хабарів. У першій здійснюється взаємодія між чиновником і підприємцем, у другій - між підприємцями за доступ до адміністративного ресурсу. Таким чином, як випливає з розглянутої моделі, ситуація створення адміністративних бар'єрів і отримання ренти від їх існування чиновниками за рахунок хабарів показує свою стійкість при дотриманні певних правил гри, що в економіці відповідає інституційній структурі того чи іншого ринку чи галузі господарювання.

Висновки. Описана природа транзакційних витрат, що виникають в результаті впливу адміністративних бар'єрів на господарську діяльність суб'єктів підприємства, як непродуктивних витрат перерозподілу вартості, що перевищують позитивний вплив координуючої і обмежувальної функцій держави.

Ключові слова: мотивація; дерегулювання; підприємницька діяльність; адміністративні бар'єри; стратегічна взаємодія.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

DOI: 10.25140/2410-9576-2018-1-1(13)-20-24

Urgency of the research. The ultimate goal of state regulation of the economy is to achieve a compromise between efficiency and social justice. In case of regulating what should be the number and degree of administrative barriers, the highest efficiency of the economy will be achieved at zero level of such barriers. But in a modern market environment, such situation is impossible, and therefore it is necessary to determine the ways to implement deregulation, which is primarily not the abolition of norms or procedures, but one of the ways that secures economic stability and financial stability through a change in the form of control.

Target setting. The working hypothesis is considered as reasoning the assumption that administrative barriers as formal and informal norms restricting the behavior of entrepreneurs is manifestation of imperfection of institutional space functioning, created by the state and the way to solve this problem is to support the motivation to reduce administrative barriers among groups of interest.

Actual scientific researches and issues analysis. The theoretical and methodological basis of the institutional and neoinstitutional concept of entrepreneurship were presented in the works of Coase R., North D., McGuire M., Olson M., Williamson O., Hodgson J. Among domestic economists, institutional studies of the economic environment were carried out by Ziburanna L., Malik M., Shpykuliak O., and others.

Uninvestigated parts of general matters defining. Stating the existence of a significant number of works devoted to certain aspects of this problem, and a number of theoretical and methodological and applied economic and statistical studies on the impact of administrative barriers on the functioning of business entities, it should be emphasized that the motivation for reducing administrative barriers for entrepreneurs requires additional reasoning for adequate institutional methodological and applied tools, which determined the choice of the research topic, the formulation of its goal and tasks.

The research objective. The aim of this work is to use methods of game theory in order to analyze the motivation to deregulate entrepreneurial activities.

The statement of basic materials. The solution of the practical task of eliminating existing administrative barriers and creating conditions that hamper the emergence of new ones obviously requires not only a theoretical description of this type of formal rules, but also the development of feasible analytical procedures that allow to identify an administrative barrier with a sufficiently high degree of reliability.

The general logic of such procedures is completely clear: calculations and assessments should provide an opportunity to establish whether the formal economic rule in question corresponds to the definition and possesses the characteristics of administrative barrier [6].

There are two ways to destroy the administrative barriers: *de jure* and *de facto*. The mechanism for the destruction of administrative barriers *de jure* is realized as a result of the repeal of the normative act, as a result of the implementation of a local institutional anti-project. An institutional entrepreneur who implements an anti-project uses judicial or administrative procedures to obtain a decision on the cancellation of the rule - the barrier. When considering the mechanism for eliminating administrative barriers by implementing an anti-project, it is revealed that it is more likely that a low barrier will be not touched by such actions, because the cost of overcoming it is not high, and the "payers" of it are numerous, heterogeneous and poorly organized group. In this case, collective actions to implement a local anti-project are difficult and costly.

However, the practice shows that the barriers which are settled to a limited range of transactions and, in many cases, to a limited group of payers, are the most sustainable and really impeding the entrepreneurial activity. This is a consequence of the fact that the destruction of administrative barriers could be done by competition of economic agents offering alternative ways to overcome them rather than through the implementation of local anti-projects.

An important parameter of the evolution of administrative barriers is the change in its profitability for the collective author of administrative barriers. In the system of administrative barriers, the share of fixed costs associated with the development and lobbying of the adoption of relevant regulations is high. Variable costs associated with maintaining the functioning of the system are usually very small in relation to the revenue stream. Accordingly, the existing high profit in the "market of administrative bar-

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

riers" causes an influx of competitors offering ways to overcome them with lower costs for entrepreneurs than in the case of direct passage. Alternative ways of passing administrative barriers can be both legal and semi-legal, and completely illegal. There is a kind of monopolistic competition, when consumers (in this case entrepreneurs who need to overcome the barrier) are offered "substitute services" that allow entrepreneurs to save money and alternative costs of barrier passing. Examples: registration of the enterprise "all included", trade of the fake certificates, "gray customs clearance", bribes to officials instead of paying fines, expropriation of part of the rent by direct executors of administrative barriers, etc.

Administrative barriers have a negative impact on the functioning of small business, since small entrepreneurs have limited social and economic resources to overcome them. At the same time, small business has great potential in the economic development of local communities and, at the same time, in solving social problems. The functions of small business include not only economic but also social tasks: being the tax base of the local communities, where the trend of increasing the share of small business in taxes is obvious; ensuring the reduction of unemployment and job creation; provision of necessary services to the residents, sponsorship of social programs and charitable assistance to socially unprotected citizens. Representatives of small business as an emerging middle class can be regarded as a pillar of sustainable development and a source of personnel replenishment of municipal power. Thus, proceeding from the real long-term interests of business, citizens and municipal authorities, the development of effective mechanisms for their interaction comes first. Here, the practical steps of state power: streamlining licensing activities, changing the taxation order, the work of state and public structures, etc. are the basis for reducing administrative barriers. Based on the general characteristic of administrative barriers as a formal rule that prevents the creation of value and its characteristics as a rule for which the private costs of entrepreneurs necessary for its implementation exceed the private benefits obtained, followed by the introduction of various types of administrative barriers to characterize the ratio of social rules generated by this rule costs and benefits, we can present the following typology of rules (Fig. 1).

	PC > PB	SC < SB
SC > SB	1.1.	1.2.
SC < SB	2.1.	2.2.

Fig. 1. Variants of correlation of private and social costs and benefits arising in connection with the existence of a formal rule

where PC - private costs, PB - private benefits, SC - social costs, SB - social benefits.

In order to analyze the strategic behavior of groups involved, namely officials who have the power to make decisions on reducing or, on the contrary, increasing administrative barriers and entrepreneurs whose enterprises function in markets with high administrative barriers, we used the game theory which is a science that studies the mathematical behavior of participants in probabilistic situations associated with making decisions. An example of theory of games is a payment matrix - a two-sided table formed by a set of squares, each of which represents the outcome of the decision of one of the two sellers (players). The authors in the article considered two situations describing the creation and overcoming of the administrative barrier to enter the commodity market with the help of bribes of entrepreneurs to responsible officials [5].

The problem of reducing administrative or institutional barriers cannot be resolved without a comprehensive study of the motivation of the groups involved. The presence of administrative barriers, first of all, is beneficial to those officials who carry out the functions of licensing, quoting and controlling regulated markets. In the current economic conditions, in the overwhelming majority of cases, they are rent-seeking [8].

Moreover, as proved by M. McGuire and M. Olson [10], when the group has a overall sufficient (super-capturing) interest, the satisfaction of this interest in the best way will be, paradoxically, by the way that does not redistribute and satisfying the interest of the minority or other group which is controlled as good as themselves.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

To analyze the strategic behavior of officials who have the power to make decisions about reducing or, conversely, increasing administrative barriers, on the one hand, and on the other hand, entrepreneurs whose enterprises function in markets with high administrative barriers, we used the game theory which is the science investigating the mathematical behavior of participants in probabilistic situations associated with the decision-making [9].

Consider two situations that describe the creation and overcoming of the administrative barrier to enter the commodity market with the help of bribes of entrepreneurs to responsible officials. In the first situation, there is interaction between the official and the entrepreneur, in the second - between the entrepreneurs for access to the administrative resource. Therefore, we use the simplest version of a two-way payment matrix with two players having two strategies.

First, let us consider the first situation of strategic interaction between an entrepreneur and an official. Suppose that administrative barriers are the barriers to entry the commodity market. Therefore, if an entrepreneur does not enter into economic relations with an official (in this case he gives or does not give a bribe), he cannot carry out economic activities in this regulated market.

Table 1

Strategic interaction between entrepreneur and official

		Official	
		Take a bribe	Do not take a bribe
Entrepreneur	Give a bribe (gain access to the market)	A 10 10 = (20-10)	B 0 0
	Do not give bribe	C 0 -5	D 0 -5

As can be seen from Tab. 1, the Nash equilibrium solution will be achieved in square A. Thus, neither the official nor the entrepreneur will have the incentive to change the "give / take bribe" strategy one-sidedly. This means that the official will seek to possess economic power, giving the opportunity to receive a bribe, knowing that the best option for the entrepreneurs is to give a bribe. This situation is in general terms consistent with numerous examples from economic practice. Thus, the resolution of this vicious circle "the creation of barriers (state regulation) - the receipt (giving) of bribes - the loss of welfare - state regulation" lies in the sphere of changing the rules of the game.

Consider the second example, when two entrepreneurs have two strategies. The first is to pay (give a bribe) for access to the market and, therefore, to receive an economic profit of 5 units (10 is the value of half of the monopolist's profit, if the actions of the businessmen are agreed, they will act as a cartel and have a profit minus costs for the bribes), the second - not to pay and leave the market, thereby losing 5 units at fixed costs.

Table 2

Strategic interaction between the two entrepreneurs

The second entrepreneur	The first entrepreneur	
	Pay	Do not pay
To pay (for access to the market)	A 5 = (10-5) 5 = (10-5)	B -5 10 = (20-10)
Do not pay	C 10 = (20-10) -5	D -5 -5

As can be seen from Tab. 2, Nash equilibrium will also be achieved in square A. This means that it will be advantageous for entrepreneurs to conduct a cooperative game, that is, to conspire and pay bribes if the strategy of the other entrepreneur (player) remains unchanged.

Thus, as follows from the model examined, the situation of creating administrative barriers and receiving rents from their existence by officials due to bribes (in the simplest case) shows its stability under certain rules of the game, which in the economy corresponds to the institutional structure of a particular market or industry management.

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

Conclusions. The nature of the transaction costs arising as a result of the influence of administrative barriers on the economic activities of business entities as unproductive costs of cost redistribution exceeding the positive impact of the coordinating and restrictive functions of the rules has been revealed in the article. This allowed the authors of the article to estimate the cost of overcoming administrative barriers in the Ukrainian economy at a level of at least 10% of the final price of goods and to justify their multifactor character, determined by the number, size and content of administrative barriers.

References

1. Rozporiadzhennia Kabinetu Ministriv Ukrainy Pro zatverdzhennia planu zahodiv shodo deregulyatsii gospodarskoi diyalnosti ta viznannya takymu, scho vtratii chynnist rozporiadzen Kabinetu Ministriv Ukrainy: vid 23 Serpnia 2016 r., № 615-r [Order of the Cabinet of Ministers of Ukraine on Approval of the plan of measures for the deregulation of economic activity and the recognition of certain decrees of the Cabinet of Ministers of Ukraine: from Order of the Cabinet of Ministers of Ukraine dated August 23, 2016 No. 615-r]. *zakon.rada.gov.ua*. Retrieved from <http://zakon0.rada.gov.ua/laws/show/615-2016-%D1%80/paran9#n9> [in Ukrainian].
2. Williamson, O. E., & Winter, S. G. (Eds.). (1993). *The nature of the firm: origins, evolution, and development*. Oxford University Press, USA [in English].
3. Malik, M. Y., Shpykuliak, O. H. (2010). Instytutsionalizatsiia ahrahnoho pidpriemnytstva: transformatsiia ta efektyvnist [Institutionalization of agrarian entrepreneurship: transformation and efficiency]. *Ekonomika APK – Economy of agroindustrial complex*, 7, 132-139 [in Ukrainian].
4. North, D. (1990). *Institutions, Institutional Change and Economic Performance*. Cambridge: Cambridge University Press [in English].
5. Skrypyk, A. V., Herasymchuk, N. A. (2013). *Ekonomichni i finansovi ryzyky [Economic and financial risks]*. Kyiv: Komprint [in Ukrainian].
6. Stepanenko, S. V. (2008). Instytutsionalnyi analiz ekonomichnykh system (problemy metodolohii) [Institutional analysis of economic systems (problems of methodology)]. Kyiv: KNEU [in Ukrainian].
7. Hodgson, G. M. (1989). *Economics and Institutions: A Manifesto for a Modern Institutional Economics*. Philadelphia: University of Pennsylvania Press [in English].
8. Shpikuliak, O. H. (2008). Instytutsionalni osoblyvosti rozvytku pidpriemnytstva ta sotsialnoho kapitalu v ahrahni sferi [Institutional peculiarities of entrepreneurship and social capital development in agrarian sphere]. *Agrosvit – Agroworld*, 11, 4-10 [in Ukrainian].
9. Malik, M., Zaburanna, L., & Herasymchuk, N. (2016). *Motivation of manager's responsibility in business entities of rural tourism*. *Journal of Financial Management and Accounting*, 4(1), 73-89 [in English].
10. Olson, M. (2000). *Power and Prosperity: Outgrowing Communist and Capitalist Dictatorship*. New York: Basic Books [in English].

Література

1. Про затвердження плану заходів щодо дерегуляції господарської діяльності та визнання такими, що втратили чинність, деяких розпоряджень Кабінету Міністрів України [Електронний ресурс] : Розпорядження Кабінету Міністрів України від 23.08.2016 р. № 615-р. – Режим доступу : <http://zakon0.rada.gov.ua/laws/show/615-2016-%D1%80/paran9#n9>.
2. Williamson, O. E., & Winter, S. G. (Eds.). (1993). *The nature of the firm: origins, evolution, and development*. Oxford University Press, USA
3. Малік, М. Й. Інституціоналізація аграрного підприємництва: трансформація та ефективність / М. Й. Малік, О. Г. Шпикуняк // *Економіка АПК*. – 2010. – № 7. – С. 132–139.
4. North, D. (1990). *Institutions, Institutional Change and Economic Performance*, Cambridge: Cambridge University Press.
5. Скрипник, А. В. Економічні і фінансові ризики / А. В. Скрипник, Н. А. Герасимчук - К. : ЦП «КОМПРИНТ», 2013. - 415 с.
6. Степаненко, С. В. Інституціональний аналіз економічних систем (проблеми методології) : Монографія / С. В. Степаненко. - К. : КНЕУ, 2008. – 312 с.
7. Hodgson Geoffrey M. (1989) *Economics and Institutions: A Manifesto for a Modern Institutional Economics*. Philadelphia: University of Pennsylvania Press, 365 p.
8. Шпикуняк, О. Г. Інституціональні особливості розвитку підприємництва та соціального капіталу в аграрній сфері / О. Г. Шпикуняк // *Агросвіт*. – 2008. – № 11. – С. 4–10.
9. Malik, M., Zaburanna, L., & Gerasymchuk, N. (2016). *Motivation of manager's responsibility in business entities of rural tourism*. – *Journal of Financial Management and Accounting*, № 4 (1), 73-89.
10. Olson, Mancur (2000). *Power and Prosperity: Outgrowing Communist and Capitalist Dictatorship*. New York: Basic Books.

Received for publication 25.12.2017

Бібліографічний опис для цитування :

Lisovyi, A. V. Analysis of motivation for deregulation of entrepreneurial activity as the main way to reduce administrative barriers in the economy / A. V. Lisovyi, N. A. Gerasymchuk, O. H. Bodnarchuk // *Науковий вісник Полісся*. – 2018. - № 1 (13). Ч. 1. - С. 20-24.