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ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

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Тези доповідей

**МІЖНАРОДНОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ
«ЕКОНОМІЧНИЙ РОЗВИТОК І СПАДЩИНА
СЕМЕНА КУЗНЕЦЯ»**

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Матеріали Міжнародної наукової конференції “Економічний розвиток і спадщина Семена Кузнеця”: тези доповідей, 1 – 2 червня 2017 р. – Х. : ХНЕУ імені Семена Кузнеця, 2017. – 463 с.

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Конференція має за мету подальший розвиток наукових досліджень видатного вченого, Нобелівського лауреата в галузі економіки Семена Кузнеця, чиє ім'я носить Харківський національний економічний університет.

До збірника включено тези доповідей учасників конференції, в яких досліджуються питання реформ і розвитку в економічній науці, циклічної динаміки економічних процесів та соціально-економічної нерівності.

Матеріали публікуються в авторській редакції.

The book of abstracts is compiled of conference materials of the International scientific conference “Economic Development and Legacy of Simon Kuznets”, held on June 1-2, 2017.

The conference aims at further development of the scientific research carried out by the eminent scientist, Noble Prize Winner in Economics, Simon Kuznets, who Kharkiv National University of Economics was named after.

The book comprises abstracts submitted by the participants of the conference, in which the issues of reforms and development in the economic science, cyclic dynamics of economic processes and socio-economic inequality were studied.

Materials are published in the author's edition.

***За достовірність викладених фактів, цитат та інших відомостей
відповідальність несе автор.***

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DIAGNOSIS OF MOSAIC EVOLUTION OF SOCIO-ECONOMIC POTENTIAL

This paper develops and practically tested idea of «mosaic evolution of social and economic potential» [1, 2] for it says that «1) each structural element (of social and economic potential) is characterized by different stages of its life cycle and evolves at its own rate (i.e. evolves quasi-independently); 2) changes in individual structural elements (of social and economic potential) occur without simultaneous changes in other ones or at its own uneven rate». It partially confirms principle of mosaic unity (represented by A. Selivanov [3]) that based on «mosaicism as a specific type of unity of the system which not an integral system and not a summative system».

Results which expected from evaluation process should be the levels of development the structural elements (of social and economic potential) that can draw conclusions (for all structural elements being at different stages of their life cycle) and make selective recommendations for the development of social and economic potential. Considering nature of each structural elements (of social and economic potential) that includes as objective as well as subjective components it should be diagnosing the objective components only or/and diagnosing the objective and subjective components in common.

Studying capabilities of traditional tools for diagnosing mosaic aspects of social and economic potential (for objective components only) we discovered potential usefulness of: a valuation technique for potential development of the enterprise (by N. Vasyutkina [4]) that using Harington desirability function, and algorithm for integrated evaluation of pharmaceutical companies social and economic potential (by O. Posylkina, O. Yaremchuk, O. Gorbunova [5]) that using taxonomic method which allow to determine the appropriate level of consistency [4] or balancing elements of social and economic potential [5].

The set of indicators to determine the level of development for each of structural elements (of social and economic potential) is not the same for different industrial organizations, because it depends on specifics of their activity:

stimulants for property potential – value of property, net revenue per 1 UAH of value of property, operating profit per 1 UAH of value of property, and dissimulator – debt-to-equity ratio;

stimulants for personnel potential – the average wage, productivity, average number of employees;

stimulants for innovative potential – annual expenditure on R & D; proportion of R & D expenditures in production costs; rate of new products; proportion of R & D expenditures in total expenditures on innovative activity; proportion of R & D staff salaries in total expenditures on innovative activity; innovative expenditures efficiency;

stimulants for educational and professional potential – share of expenditures on training and skills development, share of workers who completed the new professions training;

stimulants for logistic potential – reversibility of stocks, satisfaction of logistical units participant needs in assortment;

stimulants for marketing potential – share of expenditures on sales, return on sales, reversibility of debtor arrears, average growth rate of sales;

stimulants for manufacturing and technological capabilities – capacity utilization, technical equipment of labor, share of active part of fixed assets, return on fixed assets, renewal of fixed assets coefficient, expenditures on current and capital repairs, and dissimulator – fixed assets physical depreciation degree, manufacturing material intensity;

stimulants for financial potential – coefficient of financial independence, share of accumulated capital, maneuverability of equity, ratio of absolute liquidity, ratio of working capital, share of cash and cash equivalents in resource structure (in financial form), coefficient of liquid solvency, revenues from sales per balance currency, return on equity.

Various dimension of indicators that form integrated level of development for each of the structural elements can be caused: the calibration [4] converting all indicators in dimensionless partial quality (by desirability function), which are distributed within the interval (0; 1) (the 1st tool), or standardization of all-size indicators into partial indicators (by taxonomic analysis [5]) (the 2nd tool).

Tabular results of diagnostics of mosaic development of the structural elements (of social and economic potential) based on problematic JSC case are represented at table. The overall level of development (of social and economic potential) (by years) is identified based on structural elements with the lowest level of development.

During interpreting the results primary form for diagnostics was upgraded with additional feature – «intensity of changes in level of development» [6] because of needs to identify trends of development for problematic structural elements (of social and economic potential). It significantly increased information value of diagnostics results and allowed to see heterogeneity of development all structural elements, to identify the most problematic– innovative potential (in 1st year). Additionally we evaluated concordance of structural elements development with «level of coherence development of the structural elements» (using the coefficient of variation) and assessing «level of balancing the structural elements development».

We observe that objective component (of social and economic potential) has negative dynamics since 3rd year for almost all the key structural elements (except financial potential (3rd year); educational and professional potential, marketing

potential, logistic potential (4th year), which were developing by management efforts). But above all, there is a discrepancy in levels and rates of development of some structural elements, as well as (in)consistency of their development.

It's impossible to explain these trends by impact of external factors only. We think that compatible diagnosis of objective and subjective components of social and economic potential, and diagnostics of social and economic potential's subjective component may be help to identify hidden internal causes of such negative dynamics.

Table

**Dynamics of development of the structural elements
of social and economic potential: problematic JSC case**

| Object of Diagnostics – SEP’s structural elements | Results of Diagnostics | Period of Diagnostics (5 years) | | | | |
|--|--|---------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | | 1 st year | 2 nd year | 3 rd year | 4 th year | 5 th year |
| Manufacturing and Technological Capabilities | Level of Development | powerful | powerful | medium | medium | critically low |
| | Intensity of Changes in Level of Development | | moderate recession | intensive recession | intensive recession | intensive recession |
| Personnel Potential | Level of Development | medium | powerful | high | medium | critically low |
| | Intensity of Changes in Level of Development | | intensive development | intensive recession | intensive recession | intensive recession |
| Educational and Professional Potential | Level of Development | medium | high | medium | powerful | critically low |
| | Intensity of Changes in Level of Development | | intensive development | intensive recession | intensive recession | intensive recession |
| Marketing Potential | Level of Development | medium | high | low | low | critically low |
| | Intensity of Changes in Level of Development | | intensive development | intensive recession | intensive development | intensive recession |
| Innovative Potential | Level of Development | low | powerful | medium | critically low | critically low |
| | Intensity of Changes in Level of Development | | intensive development | intensive recession | intensive recession | intensive recession |
| Logistic Potential | Level of Development | medium | medium | medium | powerful | critically low |
| | Intensity of Changes in Level of Development | | intensive development | moderate recession | intensive development | intensive recession |
| Financial Potential | Level of Development | high | low | medium | low | critically low |
| | Intensity of Changes in Level of Development | | intensive recession | intensive development | intensive recession | intensive recession |
| Property Potential | Level of Development | medium | powerful | medium | low | critically low |
| | Intensity of Changes in Level of Development | | intensive development | intensive recession | intensive recession | intensive recession |
| Level of social and economic potential development | (by the lowest value) | low | low | low | critically low | critically low |
| | (by effective use of) | medium | high | medium | below average | minimum |
| Concordance of structural elements development | Level of coherence development | insufficiently concerted | concerted | concerted | weakly concerted | totally uncoordinated |
| | Level of balanced development | | uncoordinated | uncoordinated | totally uncoordinated | concerted |

Source: Author’s own development [2, p. 87-88].

Compatible diagnostics of objective and subjective components (of social and economic potential) was performed using a modified model VRIO-analysis [2, p. 92-108] based on annual reports and interviews with executives from problematic JSC.

Findings of express-diagnosing the social and economic potential of problematic JSC revealed the following:

current status – manufacturing and technological capabilities («points of development»: changes in the commodity products structure are due to the reorientation to completing (E3); «basic elements»: a full production cycle – (from the design of pistons, and towards equipping and preparation of production to testing and production (E1); «points of destruction»: seasonality of main production (E2), «points of conversion»: technical upgrading that aimed at energy saving and decrease in material capacity of production (E4);

personnel potential («basic elements»: staff hunting, selecting, acceptance and adapting system (SE1),

potential of organizational culture («basic elements»: participative organizational culture (S1);

prospects for development of the structural elements because of minor progress – manufacturing and technological capabilities («basic elements»: a full production cycle – (from the design of pistons, and towards equipping and preparation of production to testing and production (E1), changes in the commodity products structure are due to the reorientation to completing (E3), «points of conversion»: seasonality of main production (E2), technical upgrading that aimed at energy saving and decrease in material capacity of production (E4);

personnel potential («basic elements»: staff hunting, selecting, acceptance and adapting system (SE1),

potential of organizational culture («basic elements»: participative organizational culture (S1).

In conclusion, we determined that mosaic aspects of development are inherent for each of structural elements (of social and economic potential). Also, any structural element (in JSC case – manufacturing and technological capabilities) could be have the key resources and capabilities which being at different stages of their life cycle.

Further researches should be focused on developing appropriate diagnostics tools which allow to evaluate mosaic aspects in development of socio-economic potential considering guarantees for its integrality.

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