

avoid corruption, the compliance control specialist must be subordinate to the supervisory board. The anti-corruption policy of the company is one of the compliance policy components.

To sum up, investing money on environmental safety and social development, companies of the real sector of the economy are involved with the support of state and local government bodies, as well as other stakeholders (which guarantees long-term successful activity).

Acknowledgments.

This work was supported by the Ministry of Education and Science of Ukraine (Project No. 0117U003933 «Corporate social and environmental responsibility for sustainable development: stakeholders partnership in the real, financial and public sectors of the economy»).

Reference:

1. Transparency International: corruption in Ukraine. [Electronic resource] – Access: <https://www.transparency.org/country/UKR>
2. ISO 37001:2016 Anti-bribery management systems [Electronic resource] – Access: <https://www.iso.org/standard/65034.html>
3. ISO 26000:2010 Social responsibility [Electronic resource] – Access: <https://www.iso.org/iso-26000-social-responsibility.html>

Volodymyr Y. Filippov

PhD in Economics, Associate Professor

Department of Management

Institute of Business, Economics and Information Technology

Odessa National Polytechnic University

Odessa, Ukraine

Iryna O. Bashynska

PhD in Economics, Associate Professor

Department of Accounting, Analysis and Audit

Institute of Business, Economics and Information Technology

Odessa National Polytechnic University

Odessa, Ukraine

Valentyna A. Lazar

Student

Department of management

Odessa National Polytechnic University

Odessa, Ukraine

**INNOVATIVE DEVELOPMENT STRATEGY OF URBAN PASSENGER
TRANSPORT**

Annotation: the results of researches of urban passenger transport of regions of Ukraine are analyzed. The innovative strategies of urban passenger transport development as a way of its improvement and structuring are formed.

Key words: innovation, competitiveness, development, UPT, strategy, efficiency, functioning.

Urban passenger transport (UPT) occupies a special place in the overall structure of passenger transport. The UPT must be safe, comfortable and speedy. In most cities of Ukraine, there is a duplication of routes of municipal transport (trams, trolleybuses, buses in the ordinary mode of movement), which basically began to transport privileged categories of the population and lost their profitability. Such organization of UPT is chaotic in nature. Thus, the issue of rational organization of urban passenger transport arose.

The works of well-known Ukrainian and Russian scientists V.Kh. Daleki, V.V. Dimchenko, Yu.M. Kossoy, V.V. Kosteckiy, V.M. Lysyuk, M.Yu. Radchenko are devoted to questions of effective and uninterrupted functioning of MPT. Particular attention is paid to the promotion of the sustainable development of UPTs by the European Commission, which systematically develops and approves relevant regulations [1].

Strengthening of the innovative component of the development of urban passenger transport will allow modernizing the transport system and increasing its efficiency, raising the throughput of the transport network, increasing the level of safety in transport, accelerating the pace of integration of the national transport system to the European and world transport systems [2; 3]. The development and implementation of innovations is carried out by applying fundamentally new technologies in the transport process, which leads to effective transformations and modernization of the UPT [4].

The most rational way to increase the efficiency of UPTs in cities is to use innovative development strategies. A prerequisite for the development of innovative strategies for the development of IPT was the consideration of the concept of social-economic marketing of urban passenger transport, according to which the interests of three parties need to be taken into account when researching and improving the system of passenger transport:

- community of the city. The interests of this side are the ecological state of the city, the limited pollution of the environment, the reduction of the number of vehicles on the roads;

- the interests of passengers — is primarily the comfort of transportation, the lower cost of travel, minimum travel time:

- interests of transport companies or carriers (cost minimization, higher profits).

Based on the analysis of literary sources, experience of foreign countries and problems of development of passenger transport in the cities of Ukraine, the following innovative strategies are developed:

- improvement of the route network on the basis of the existing electric transport network;

- optimization of the structure of motor vehicles used for urban passenger transportation;

- increasing the efficiency of traffic management through the use of modern navigation systems;

- development and introduction of technical and technological means for the implementation of a single electronic ticket;

- organization and implementation of measures aimed at increasing public safety in public transport.

The main tasks of the most significant projects of development of transport infrastructure in modern cities, which are being developed and implemented at present, are

improving the ecological situation, ensuring the harmonious development of the city and districts by transportation. It should be noted that there are no uniform solutions to these tasks that would fit all the cities without exception. At the same time, it could be identified a number of key areas of development. Priority is the development of urban municipal transport. Due to the need to improve the UMT, there is a need to implement all of these innovative development strategies.

References:

1. Bilichenko V.V., Romanyuk S.O. (2012). Innovatsiyni stratehiyi rozvytku mis'koho pasazhyrs'koho transportu u Vinnytsi [Innovative strategies for urban passenger transport development in Vinnitsa]. №6/177 (P.1.), pp. 178-184.
2. Zadorozhko H.Y. (2011). Sovremennye metody otsenky efektyvnosti funktsionirovaniya ynformatsyonnykh system predpryyatyya [Modern methods for assessing the effectiveness of the information systems of an enterprise]. №2, pp. 191-193.
3. Bashynska I., Filippov V. (2017) Problemy ta shlyakhy udoskonalennya funktsionuvannya mis'koho pasazhyrs'koho transportu [Problems and ways of improving the functioning of urban passenger transport]. Kyiv. 7/1, pp. 35-47.
4. Kuchmenko V.O. (2017). Upravlinnya stratehichnym rozvytkom mis'koho pasazhyrs'koho transportu [Management of strategic development of city passenger transportation]. №1, pp. 106-108.

Iryna Hryniuk

Postgraduate student

Department of Accounting and Audit

Institute of Economics and Management in Oil and Gas Sector

Ivano-Frankivsk National Technical University of Oil and Gas

Ivano-Frankivsk, Ukraine

Supervisor – PhD, Prof. Valentyna Orlova

THE IMPACT OF CURRENT CAPITAL ON THE INDICATORS OF FORMATION OF THE ENTERPRISE'S VALUE

Гринюк Ірина Миколаївна

аспірант

кафедра обліку і аудиту

Інститут економіки та управління в нафтогазовому комплексі

Івано-Франківський національний технічний університет нафти і газу

м. Івано-Франківськ, Україна

Науковий керівник – канд. екон. наук, професор Орлова В.К.

ВПЛИВ ОБОРОТНОГО КАПІТАЛУ НА ПОКАЗНИКИ ФОРМУВАННЯ ВАРТОСТІ ПІДПРИЄМСТВА

Abstract. The article presents the impact of current capital on the main indicators of formation of the enterprise's value.