

involved on outcomes and qualities of internal business processes of the enterprise and on processes bound with activity of the enterprise behind his limits.

Of information resources consists large innovate potential. This potential is exhibited in different areas of economical activity of the economic subjects on means of implementation of the different factors. in area «production» by pacing factors is: new know-hows, it is know-how; in area «trade» - trade mark, image of the company; in area «economical science, training» - database, knowledge bases, electronic archive documents, electronic library funds; in area «management» - information resource management of the enterprise, control of staff; in area «marketing activity» - research of the market, research of the new "know-how" and implementations of commodity, mining of development strategies of information resources of the enterprise.

The offered approach allows in further executing construction of new models and methods of development of the enterprise on the basis of usage of information resources. The concept an information potential of the enterprise was updated.

WAYS AND PROBLEMS OF TRANSFORMATIONS IN THE PRODUCT-SERVICE MIX FOR TRANSPORT

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There are a multitude of possible product-service options to mitigate the current environmental impacts of transport. These include measures to improve the efficiency of vehicles and close the 'materials loop', enhancing existing services operating in the transport sector, and other options which may reduce the demand to travel. There are some main ways we can marked.

Enhanced maintenance and repair services. In order to operate efficiently and with minimal environmental impact, vehicles require regular maintenance and, when necessary, appropriate repair. Routine maintenance work ensures the vehicle's optimum performance and prevents premature deterioration. Normally, the manufacturer specifies the frequency and nature of maintenance service requirements. These services could be enhanced to improve the general performance of the current vehicle fleet.

Eco-leasing of vehicles. Traditional forms of vehicle leasing are conducted via third party financial service companies. Most companies operating traditional lease agreements restrict their services to vehicles under five years old and with a fixed mileage. But we must noted, eco-leasing is somewhat different to a traditional vehicle leasing arrangement. First of all, because in eco-leasing models we don't use 'end-of-life' vehicles.

Collective vehicle services. The assumption underlying collective vehicle services is that ownership or long term possession of the same vehicle is not necessary as long as a person can have access to the use of a vehicle when mobility is needed. In this case we'll speak about:

- vehicle rental;
- vehicle sharing;
- ride sharing.

Integrated transport services. Integrated Transport Services enhance existing transport systems by improving the 'chain of mobility', making the linkages between and within transport systems more efficient and increasing the flexibility and attractiveness of public transport service options.

Need-related service solutions. Integrated Transport Services could provide considerable environmental savings in comparison to individual vehicle use, but the objective is mainly supplying in order to meet demand. By contrast, the most environmentally effective product-service options for transport are those that eliminate or reduce transport demand. There are two product-service options in particular that could successfully substitute transport services:

- information technology service solutions;
- local service solutions.

This case demonstrates that there are numerous feasible alternatives to the current product-service mix for transport that could provide environmental, economic and social benefits. In theory, industrial, public and voluntary organizations should be able to establish and operate viable transport service enterprises. The potential success of many of these options is however thwarted by the public obsession with the private vehicle, which makes efforts to internalize its true costs (and therefore compete fairly with alternatives), or replace it, politically difficult. In summary, key factors that are crucial to ensuring the success of transport services are:

- the internalization of the external costs for all forms of transport and associated infrastructure;
- the provision of public and private financial support to pilot transport service enterprises;
- improved urban planning to facilitate reduced car demand and prevent car-dependent out of town developments.