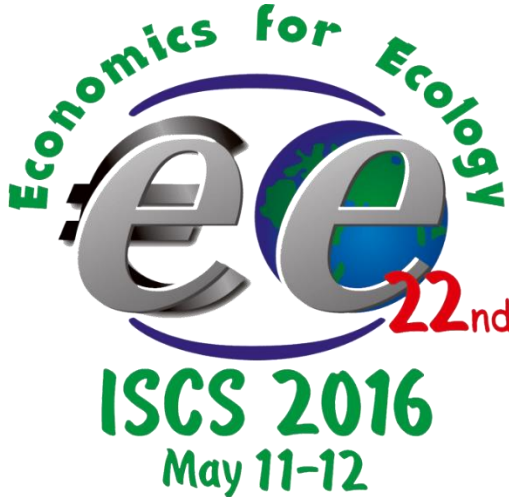


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**Економіка для екології**

Матеріали  
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funds and are calculated to cover the necessary expenses for the effective functioning of the branches of the social sphere [1 p. 6-10].

For the success of its initial phase to be grouping of social infrastructure in rural areas, depending on the possible change of ownership:

- I group (commercial) - includes institutions which operate on the basis of private property , the purpose of which is profit ;

- II group (communal) - includes institutions which operate on the basis of communal property and require government subsidies and support for additional sources of funding;

- III group (state) - includes public schools , district hospitals and outpatient clinics to be recognized as strategic and social facilities to be financed from the state budget [1 , p. 114].

In the current economic conditions, the formation of an effective social infrastructure needs special needs coherent funding process. The scope and level of services social infrastructure has a significant impact not only on the harmonious development of demographic processes, but also the level of industrial development areas.

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## **ECONOMY AND ECOLOGY: INTERACTION MECHANISM**

***Oleksandr Kamushkov***

*Donbass State Engineering Academy, Ukraine*

Presently the problems of humanity are intensified that all greater part of resources has to be outlaid not on development of production, but on the rescue of environment. Otherwise its contamination begins to brake growth of gross national product and efficiency of investments in his increase falls. However to take the liberty the scale programs of rescue of environment

while the most rich countries of the world can only. To the poorest countries it not on a pocket. As a result humanity appeared before the necessity of one choice of variants of economic policy: or economic growth acceleration and increase of financial welfare of people at the decline of duration and quality of their life from contamination of environment; or improvement of the state of environment and increase of life-span people at deceleration of rates of growth of their financial state.

In modern terms, all economic schools in a different degree pov'yazuyut' economic development with ecological problems. Researches of economists are create fundamental bases of effective prirodokoristuvannya and guard of environment. At the same time, problem of complex estimation of increase of efficiency of co-operation sub'ektivnoy economic activity and state as a control organ after the improvement of ecology, in scientific literature so far did not find the proper confession.

Only during the last fifty years on Earth produced more products, what for all period of existence of civilization to 1950g. From data of the World commission of UNO on an environment and development, presently annually the 6 million, 20 milliards hectares of the processed earths grow into the desert loses the productivity. Annually 30 milliards of tons of nefteproduktov, 50 000 tons of pesticides, 5000 tons of mercury, get in a world ocean [4].

The example of the ineffective use of natural resources is intensification of agriculture, increase of the technogenic loading, on the landed resources, uncontrolled application of facilities of khimizacii in the conditions of low technological culture results in speed-up degradation of soils, their fertility.

For the estimation of influence of structural changes in an economy on an ecological situation and developments of recommendations in relation to perfection of mechanisms of state administration prirodokoristuvannyam important there is finding out of maintenance of forms and methods of co-operation of economy and ecology and role in its providing of public, ecological policy. Research of these questions testifies that for modern a theory such moments are characteristic: natural factors are examined only as one of elements of production; a second-rate role is taken a natural factor in the economic system. Essence of macroeconomic policy of the state in relation to the management of prirodokoristuvannya is taken to the optimum use of natural resources and internalizacii of external charges by taxes or trading in rights on extrass. As for structural transformations to the

economy or state administration, the ecologically oriented innovations in a neoclassical theory are not examined.

By virtue of the unusual character, ekonomiko-ecological problems require non-standard decisions. Except for economic decisions, cooperation of economy and ecology must be directed on achievement of primary objective is providing of favourable environment of dwelling for all company, that possibly only at harmonious ekonomiko-ecological approach, based on the humanism and moral beginnings. Such approach is already developed and carries the name of conception of steady development.

In the last years in the management of prirodokoristuvannya processes quite a bit new accents were abroad reflected, pov"yazanikh not only with developments of more perfect methods of management of prirodokoristuvannya separate spheres but also with the change of going near state administration. A clear tendency was determined in relation to support of idea of limitation of direct state administration of prirodokoristuvannya and gradual passing a sphere to more wide use of market methods of management, that allows to extend participating of citizens and enterprises in the guard of environment. The tool of ecological policy of the state, which can be attributed to the economic methods of state administration broadened considerably. As evaluated by some scientists, only over 200 different instruments of management are used in the European countries [3].

Most suitable mekhaniz must be based on the «theory of a zero cycle». Agree it, an unique exit consists of stopping or, at least, stabilizing of the economy growing at some optimum level, not threatening environmental conditions. Adaptation of mechanism is arrived at by the purposeful change of external environment in accordance with the future purpose of guard the rational use of natural resources.

The examples of such mechanism is wide application of alternative sources of receipt of energy, second processing, propaganda on the use of more effective technologies, waiver of the use of phosphates etc.

Conclusions. Modern ecological problems are descendant to a certain extent lag of development of economic opinion of company on the whole. Not enough attention spared the decision of questions from a removal and warning of consequences of economic activity of enterprises as contaminations and degradation of environment and resources.

Subsequent perfection of technique must be carried out recognition it negative influence on the state of natural environment. In the conditions of the structural re-erecting of economy of Ukraine, replacement of ramshackle technique and technology, the new are open wide possibilities for the noticeable diminishing of negative influence of production activity on nature.

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**IMPROVEMENT TOOLS OF ORGANIZATIONAL AND  
ECONOMIC EVALUATION OF INVESTMENT  
ATTRACTIVENESS OF THE REGION**

***Ihor Kobushko, Olha Ihnatenko***  
*Sumy State University, Sumy, Ukraine*

Developing innovative model of national economy of Ukraine in the regions and industries is a strategically important task, the solution of which depends not only the economy but also its economic growth.

Assessment of investment attractiveness of regions (IAR) dedicated their scientific work such well-known domestic and foreign scholars as: Blank I.A., Gomel V.V., Vasilieva T.A., Gritsenko L.L., Kuzmenko V.V., Stechenko V.M., Chernyavska T.A and others who have made outstanding contributions to the development of theoretical bases of assessment IAR, identified a number of factors influence the conditions to ensure its preservation.

The impact of investment in the region depends on the conditions created for business and investment attractiveness of the region of the property investment.