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Проведені дослідження дають можливість: сформулювати методичний апарат, що використовується при плануванні соціально-економічного розвитку і його гармонізації з навколишнім середовищем щодо умов розвитку ринкових відносин у країні; розробити методологічні і методичні основи регулювання підприємницької діяльності з обліком економічних і соціально-екологічних факторів.

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ECONOMIC AND ECOLOGICAL ASPECTS OF MODERNIZATION

In this article positive and negative aspects of informational and telecommunication technologies and systems ecological impact are regarded. The author analyzes direct as well as indirect ecological impact of informational and telecommunication technologies.

To ensure modernization at all levels of economy it is necessary to establish government support of informational and telecommunication technologies development and use. Moreover we assume that development of informational and telecommunication technologies may be regarded, on the one hand, as one of the ways of solving ecological problems, on the other hand, as the factor of additional environmental pollution. We propose to consider ecological impact of informational and telecommunication technologies use in details and study the assumptions on which consequences of such technologies use may be regarded as ecologically positive ones. We can indicate such aspects of informational and telecommunication technologies and systems ecological impact: 1) positive one; 2) negative one. Positive as well as negative ecological impact of informational and telecommunication technologies may be direct and indirect.

First, regard positive ecological impact of information and telecommunication technologies. Direct positive ecological impact of informational and telecommunication technologies consists of: 1) miniaturization of such technologies; 2) ecologically conscious design of such technologies; 3) strengthening abovementioned tendencies by means of increasing availability and decreasing price of informational and telecommunication technologies. Indirect positive ecological impact of informational and telecommunication technologies includes: 1) changing

methods of production, dissemination and consumption of products and services by means of rationalization of products delivery system (electronic trade), improving the nature protecting practice in different countries by means of exchange of experience in frames of transnational corporations activity (on the assumption of equal ecological standards); 2) changing life style of society towards preferring production with improved ecological characteristics, creating necessary infrastructure of cities and houses; 3) platform for common solving ecological problems by society and authorities; 4) monitoring of state of environment.

Second, consider negative ecological impact of informational and telecommunication technologies. Direct negative ecological impact of informational and telecommunication technologies consists of: 1) electromagnetic pollution of environment; 2) damage to human health (sedentary life-style, reducing eyesight). Indirect negative ecological impact of informational and telecommunication technologies includes: 1) adding informational and telecommunication technologies to existing social and economic practice: increase in consumption without relative decrease in press on the environment and increase of demand for transport services; 2) transferal of "dirty" works to those countries where environmental standards are low.

It is necessary to underline that ecological consequences of informational and telecommunication technologies use are contradictory, i.e. on some assumptions such consequences may be regarded as ecologically positive ones, on another assumptions such consequences may be regarded as ecologically negative ones. Consider some consequences of informational and telecommunication technologies development and corresponding assumptions on which such consequences may be regarded as ecologically positive or at list ecologically neutral ones.

The first consequence of informational and telecommunication technologies use is increase of volume of output in branches producing informational and telecommunication technologies because such technologies use is based on net principle. This consequence may be regarded as ecologically neutral one on the assumption of strict nature protecting state requirements and "green" demand. The second consequence of informational and telecommunication technologies use is increase of informational and telecommunication technologies impact on society and life style concerning change of nature resources use manner. This consequence may be regarded as ecologically positive one on the assumption of government propaganda and government participation in creating corresponding infrastructure of cities and houses. The third consequence of information and telecommunication technologies use is increase of informational and telecommunication technologies role in developing civil society and creating platform for

discussions concerning public response on ecological challenges in frames of society as well as between society, scientific community, political leaders and decision makers. This consequence may be regarded as ecologically positive one on the assumption of solving the problem of Internet information verification and avoidance of misinformation. The fourth consequence of information and telecommunication technologies use is change of press on the environment as the result of informational and telecommunication technologies impact upon production and consumption in different branches. This consequence of information and telecommunication technologies use may be regarded as positive one on the assumption of such technologies being not only break-through ones but closing ones as well. Compliance with such the assumptions is the main precondition of simultaneous solving two problems: economic modernization and improving the state of the environment.

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ФИНАНСОВАЯ ОЦЕНКА ЭКОЛОГИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЙ

The issues of financial evaluation of environmental activities of enterprises are considered. The ways of ensuring financial sustainability are analyzed.

Финансовая оценка и анализ финансовых результатов экологической деятельности предприятий являются важнейшими элементами финансового менеджмента в сфере природопользования и финансового экологического аудита. Финансовая оценка экологической деятельности характеризуется обеспеченностью финансовыми ресурсами, необходимыми для нормального функционирования предприятия как субъекта хозяйствования в сфере природопользования и охраны окружающей среды, их целесообразным размещением и эффективным использованием, финансовыми отношениями с другими юридическими и