

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Сумський державний університет

Економічні проблеми сталого розвитку

Экономические проблемы устойчивого развития

Economical Problems of Sustainable Development



Матеріали

Всеукраїнської науково-технічної конференції студентів,
аспірантів і молодих учених, присвяченої 80-річчю
від дня народження професора Олега Балацького
(Україна, Суми, 21 – 25 квітня 2017р.)

Суми
Сумський державний університет
2017

Within the framework of the implementation of the innovative development strategy for Ukraine, the potential of venture enterprises is not sufficiently used. Ukrainian ideas and their initiators have more than enough.

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THE ANALYSIS OF STRATEGIC WAYS MULTINATIONAL CORPORATION DEVELOPMENT

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Multinational corporation Honda is considered to be one of the biggest auto, moto, aircraft, and power equipment manufacture. Actually Honda has been launched in 1948 by the Soichiro Honda, who appeared to be a talented engineer and organizer. Starting from 1950th the Honda corporation become one of the world largest motorcycle manufacturer, and in particular this company become the largest Japanese automobile manufacturer in 2001 and in 2011. As for the world ranking the Honda corporation holds the eighth position after the 1. GM, 2.Volkswagen, 3.Toyota, 4.Hundai, 5.Ford, 6.Nissan and 7.Peugeot Citroen.

Honda achieved the great success thanks to their innovative approaches within strategic plans. All the time they feel when it was appropriate to take the risky decision in order to get more profits. Nowadays all Honda divisions all over the world have independent rights. They take their own decision whether to create the advertising or to perform a direct research work. One of the most important strategic decision was to create the car up to the region they would sell. So they make smaller cars for Europeans and Japanese, and bigger models for Americans. Their point of view was in fact that it's better to create the new technology appropriate to the people or customer than to take any attempt to sell the existing technology.

Honda circumvented and beat their European and American competitors with a few advantages:

- All engines were cheaper.
- They created better design and construction.
- These cars were accepted as the safest one.
- Their design was matched people's needs and preferences.
- The great marketing politic.

Strategic Ways of the Honda Company were:

1) *The Strategic of five regions*. They create the global web of their manufacturing centers in different continents and world parts. Besides they fitted the design up to each region with its preferences and needs.

2) *Glocalization*. Honda try to solve global problems on the local level. Honda produces and realizes their production in those places where there is the great demand. So it's profitable both for state government and for Honda Company. The receives the profit growth even when there is low amount of the production. 3) *Innovation technologies*. All channels of the production process closely related to science and research center, trying to introduce something new, cheaper and environmentally friendly.

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THE ROLE OF MAIN ASSETS IN THE PRODUCTION PROCESS

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Facilities of labor, which characterize the technical and economic level of society development, come forward as a necessary element of production. They come forward through the financial basis of production process. Within production enterprises the aggregate facilities of labor acquires the economic form of the fixed assets. In general the fixed assets are considered to be parts and capital goods.

Examining the fixed assets, it should be noted that the fixed production assets are part of constant capital production, which comes forward in form facilities of labor, wears out gradually (during many production cycles which repeat oneself), not changing the natural form, carries the cost by parts on the produced product. [1]. There are many explanations of term «the fixed assets in economic literature». Thus, according to V. Babich, the fixed assets of enterprise are an aggregate material values, which operate in a natural form during long period, both in the field of production and in an unproductive sphere and the cost of which gradually diminishes through the physical and moral wear». [2]

According to S. Pokropivniy capital assets are facilities of labor, which participate in a production for long time in the unchanging consumer form and their cost is carried on the cost of products which is are produced (on requiring payment services) [3]. However within classic political economy the determination of the fixed assets has some limitations in terms of their monetary value. It is important that they take part in a production process multiple times and carry their cost on the made product by parts.

There are special criteria to relate some asset to the category of fixed assets. Thus the object of the fixed assets is acknowledged an asset, when probability of