

CONCLUSIONS

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According to the results of this work, it can be stated, that the road transport complex is a powerful living organism, the functioning of which is ensured by a huge number of its components. Of course, the components, considered in this paper, are not a complete interpretation of them, and are basic for ensuring the development of the road transport complex as a whole.

Based on the study, the following results can be distinguished:

1. In order to methodically ensure the selective financing of scientific and educational institutions through targeted investments, the introduction of targeted investments is proposed, in order to stimulate scientific and educational institutions to create innovative technologies. When calculating the proposed procedure, investments in fixed assets are taken into account. The model of effective cooperation between a capital donor and a scientific and educational institution that takes into account targeted investment is proposed.

2. In order to eliminate the regional imbalance in the country on the way to its innovative development, methodological tools are proposed to provide financial state support to the regions that have the worst values in terms of investment attractiveness and risk.

3. It is proposed to determine the rating of the best educational institutions in the region on the basis of mathematical modeling. Relevant clusters of educational institutions of the region have been established and systematized, taking into account their sectoral significance, form of ownership, efficiency of state funding and the amount of own revenues. It has been determined, that educational institutions that effectively use their innovative and scientific potential receive planned accumulations and a bonus for the appropriate rating, taking into account innovative and scientific investments. Educational institutions that do not meet the requirements of the task in the model are doomed to liquidation.

4. The main problems of quality of Ukrainian logistics have been considered. The basic principles of quality management have been substantiated: orientation on requirements, constant communication with consumers of logistic services; building mutually beneficial relationships with consumers and staff of an enterprise; flexibility of the system of transport and logistics customer service and others. Methodological support for quality management of transport and logistics services has been developed, which includes a certain procedure and a set of appropriate methods for implementing this activity based on the application of the scenario approach and algorithmization of procedures for obtaining possible states of operation of the modern transport and logistics sector.

5. It has been determined, that effective viability management requires the creation of an organizational structure in an enterprise that will function as a «living organism». The representation of the enterprise system in the form of a living organism has been considered. To form a holistic

system of an enterprise, the systems of the human body have been considered in more detail and the corresponding systems of the enterprise have been determined. A set of functional subsystems of an enterprise by analogy with the systems of a living organism, the activity of which is interdependent, which ensures the stability of the «living organism» of the enterprise to the influence of external conditions has been formed. It has been determined, that in order to fully maintain the viability of an enterprise, it is necessary to study not only the «physical body» of the enterprise as a set of functional subsystems, but also its «soul» – corporate culture, which must be developed on the basis of paradigms of sustainable development and social responsibility.

6. The theoretical and methodological foundations of CVP-analysis have been deepened and improved by ensuring their compliance with the principles of sustainable development of an enterprise, organization and feasibility of VUCA-solutions that act ahead. In the future, it is planned based on the principles of sustainable development of an enterprise and the essence of VUCA-solutions: to offer a mechanism of crisis management of an enterprise in the modern business environment; to determine a place of continuous CVP-analysis in it; to clarify the methodological basis for the implementation of continuous CVP-analysis and a list of its indicators that meet modern business requirements.

7. The process of determining and assessing the competencies of employees on the basis of the modern assessment technology «Assessment Center» has been formed, and the content of the necessary actions at each of its stages: preparatory, evaluation and processing of results has been detailed.

8. To specify the actions to assess the competencies of specialists, the block diagram of the determination and assessment of competencies of employees of an enterprise has been built, which, unlike existing, has a logical sequence of actions, based on the principles of the technology «Assessment center» for a set of methods (interview, «Brainstorming», «Business Game» and testing) and is based on bringing the level of existing competencies of employees to their reference values. The inclusion of assessment methods, such as interviews, brainstorming, business game and testing in the Assessment Center makes it possible to obtain comprehensive and complementary information on the results of the assessment to formulate the overall conclusion.

9. The program of development of corporate social responsibility at internal and external levels of implementation, taking into account features of various groups of stakeholders is offered. The implementation of such a program will allow road management and road transport companies to improve their business reputation and generally contribute to the development of the country's business.

10. In order to mitigate the negative impact of the external environment, ensure the safety of the EU transport system and to implement best practices in Ukrainian realities for each mode of transport, the combined safety management system «behavior + transport status + infrastructure + permanent monitoring + post-accident services» is proposed.