

**УКРАЇНСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ ЗАЛІЗНИЧНОГО
ТРАНСПОРТУ
ТРАНСПОРТНА АКАДЕМІЯ УКРАЇНИ
ПІДЙОМНО-ТРАНСПОРТНА АКАДЕМІЯ НАУК УКРАЇНИ
КРЕМЕНЧУЦЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
і.м. М. ОСТРОГРАДСЬКОГО
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ПАТ «УКРЗАЛІЗНИЦЯ»**

**Тези доповідей
міжнародної науково-технічної конференції**

«ТЕХНОЛОГІЇ ТА ІНФРАСТРУКТУРА ТРАНСПОРТУ»

Харків 2018

Міжнародна науково-технічна конференція «Технології та інфраструктура транспорту», Харків, 14 – 16 травня 2018 р.: Тези доповідей. – Харків: УкрДУЗТ, 2018. - с.

Збірник містить тези доповідей науковців вищих навчальних закладів України та інших країн, підприємств транспортної та будівельної галузі за такими секціями: технології виготовлення та відновлення виробів транспортного призначення; проектування, виробництво та сервіс засобів транспорту; транспортні технології та логістика; проблеми безпеки на транспорті, в промисловості та інфраструктурі; захист довкілля, екологічна безпека та ресурсозберігаючі технології; забезпечення конкурентоспроможності підприємств транспорту і промисловості; інтеграційні процеси фінансово-економічного розвитку транспортної галузі.

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DEVELOPMENT POTENTIAL OF SEA TRANSPORT ENTERPRISES OF UKRAINE

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In modern conditions the operational environment of the sea transport enterprises is characterized by quick changes in business code, conditions and means of transportation, handling and storage of goods, administrative, legal, technological and financial mechanisms, competition methods, etc. These aspects lead to an increase in the intensity of the competition. According to the targets of each economic entity, in particular in the field of the maritime business, there is the formation and optimal implementation of development potential. Potential is a set of different components. The issues of physical, technical and technological, economic development of sea transport enterprises are relevant. Everything mentioned above make provision for the use of effective tools for the development of production and technological, innovative, marketing, financial, investment, human resources potential components. Among these components financial potential plays the leading role [1].

Initially the financial potential is associated with financial resources and their availability at the enterprise. In this case the financial potential of sustainability, which is characterized by the possibility of current business conducting, is distinguished. Such potential is the foundation for the development potential. That is, financial potential is not only the availability of financial resources, but also the possibilities of their mobilization, effective management in order to maximize the value of the enterprise in the long run.

This potential includes a set of own and borrowed financial resources of the entity, sufficient for achieving strategic goals and realization of current tasks. The amount of own resources is largely shaped by the implementation of relevant pricing and costing policies.

Pricing types and methods depend on the sphere of activities of the marine enterprises. For example, the modern pricing system in port business combines various elements. Traditionally, such port charges that are payable for the use of commercial seaport infrastructure and specific port prices that are payable by shipowners or cargo owners for certain types of port works and services, performed and provided by different port enterprises could be distinguished.

Port charges are government-regulated tariffs. Simultaneously the level of such prices to any extent determines the level of financial potential of port companies, shipping companies, service enterprises and other entities, which are direct or indirect participants of the transport process. On this basis, special attention should be paid to improvement of the pricing process. As for maritime transport of Ukraine such

pricing improvement is lengthy, debatable and, unfortunately, not sufficiently effective.

In particular, in compliance with the Law "On the Sea Ports of Ukraine", draft order "On Approval of the Methodology for Calculating Port Dues Rates" was developed by the Ministry of Infrastructure [2]. This Methodology provides that port dues will consist of two key elements: the base rate and the investment component, which is clear and reasonable. However, the calculating procedures for such components are controversial. In addition, current fees and those that will be calculated according to the new methodology are calculated according to the old "cost plus" principle. The application of this principle does not correspond to current competition conditions at the transport markets, since it encourages business entities to maximize costs.

The problem that should be resolved immediately by marine transport enterprises of Ukraine is the intensification of investment activity with the aim of improvement of its technical and technological level. In order to solve this problem, in our opinion, it is expedient to introduce the RAB-based tariff setting, which will be a prerequisite for attracting additional investments for the construction and modernization of the maritime transport infrastructure. The RAB-based tariff regulation method is effectively used in the electric power industry abroad. In the short term, it is envisaged to use such an approach in railway transport. There is no doubt that this method has positive effects and problematic issues. Among the key problems the complexity of the real assessment of the cost of infrastructure objects deserves particular attention, which is relevant for Ukrainian conditions. However, despite the problems, the application of RAB-based tariff regulation of port fees in Ukraine has potential.

Simultaneously with the improvement of the pricing policy of the sea transport enterprises, attention should be paid to the improvement issues of the system of production cost management, which is especially relevant in the context of significant increase in prices for the main types of resources, in particular for fuel and energy.

Formation and realization of the financial development potential depends on the effectiveness of the financial strategy implementation, which should be formed at the basis of an objective assessment of the current financial potential, with the consideration of changes in the external and internal environment of operation of maritime companies.

[1] Організаційно-правові основи функціонування морехозяйственного комплексу України: монографія / [О.Н. Кибик, О.П. Подцерковный, Д.В. Зятин, В.А. Котлубай и др.]; под ред. О.Н. Кибик, О.П. Подцерковного. – Одесса: Фенікс, 2012. – 159 с.

[2] Методика розрахунку ставок портових зборів [Електронний ресурс]. – Режим доступу: <https://mtu.gov.ua/files/%D0%9C%D0%B5%D1%82%D0%BE%D0%B4%D0%B8%D0%BA%D0%B0%20%D1%80%D0%BE%D0%B7%D1%80%D0%B0%D1%85%D1%83%D0%BD%D0%BA%D1%83%20%D1%81%D1%82%D0%B0%D0%B2%D0%BE%D0%BA%20%D0%BF%D0%BE%D1%80%D1%82%D0%BE%D0%B2%D0%B8%D1%85%20%D0%B7%D0%B1%D0%BE%D1%80%D1%96%D0%B2.pdf>.