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АНАЛІЗ ФАКТОРІВ, ЩО ВПЛИВАЮТЬ НА ЕФЕКТИВНІСТЬ ЕКСПОРТУ МАШИНОБУДІВНОЇ ГАЛУЗІ

Анотація. Стаття присвячена аналізу експортної діяльності машинобудівної галузі, з урахуванням політико-економічних подій в Україні. Проаналізовано сучасний стан підприємств галузі машинобудування, проведено теоретичний аналіз факторів впливу на експорт, на основі попередніх досліджень проведено класифікацію факторів на політичні, економічні, соціальні та технологічні. Висвітлено проблеми, що перешкоджають збільшенню обсягів реалізації продукції машинобудівних підприємств України як на внутрішніх, так і на зовнішніх ринках. Визначено основні конкурентні переваги машинобудівної продукції розвинутих країн світу, які повинні перейняти вітчизняні підприємства.

Ключові слова: експорт, експортна діяльність, фактори ефективності, класифікація факторів, машинобудівна галузь.

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ANALYSIS OF THE FACTORS INFLUENCING THE EXPORT EFFICIENCY OF MACHINE INDUSTRY

Abstract. The article analyses the export of machine industry, considering given political and economic development in Ukraine. The current state of the machine industry was analyzed, theoretical analysis of factors of influence on exports was

conducted, based on previous studies there was determined the classification factors that includes political, economic, social and technological. The problems that prevent an increase in volume of sales of engineering companies of Ukraine both at domestic and foreign markets are highlighted. The main competitive advantage of engineering products of developed countries that must adopt domestic enterprises are defined.

Keywords: export, export activity, factors of efficiency, classification factors, machine industry.

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АНАЛИЗ ФАКТОРОВ, ЧТО ВЛИЯЮТ НА ЭФФЕКТИВНОСТЬ ЭКСПОРТА МАШИНОСТРОИТЕЛЬНОЙ ОТРАСЛИ

Аннотация. Статья посвящена анализу экспортной деятельности машиностроительной отрасли, с учетом политико-экономических событий в Украине. Проанализировано современное состояние предприятий отрасли машиностроения, проведен теоретический анализ факторов влияния на экспорт, на основе предыдущих исследований проведена классификация факторов на политические, экономические, социальные и технологические. Отражены проблемы, препятствующие увеличению объемов реализации продукции машиностроительных предприятий Украины как на внутренних, так и на внешних рынках. Определены основные конкурентные преимущества машиностроительной продукции развитых стран мира, которые должны перенять отечественные предприятия.

Ключевые слова: экспорт, экспортная деятельность, факторы эффективности, классификация факторов, машиностроительная отрасль.

Problem statement and relevance of the research. Machine industry — is one of the leading and promising sectors of the Ukrainian economy, which provides automation, technical equipment and mechanization of production. Enterprises of this industry are responsible for the complex rearmament of national economy and are a basic of economic and defense potential of the country.

Ukraine has all the prerequisites for the development of machine industry. These are primarily raw materials, labor reserves and good geographical location.

Recent years there is a decline of export of machine industry products in Russia, CIS countries and countries of the 3rd world. From the one side — there is crisis in raw countries, from the other — the demand for the products, that were popular in the middle of the 20th century (and are frequently manufactured in Ukraine) isn't getting bigger and competition escalates. It makes domestic manufactures look on new markets for sale. It is hard to break into new markets with products of existing level.

As well as Ukrainian companies payed their attention to European markets, it is important to evaluate existing factors, that can constrain or, on the contrary, accelerate the development of export of machine industry.

Analysis of recent research and publications. Problems of functioning of machine industry have studied such researches as Zahuryanska O., Kovtunencko K., Korol K., Luchkova M., Oleksyuk T. Issues of International Business and export planning studied domestic and foreign scientists as I. Bagrov, L. Batchenko, V. Vlasyuk, V. Grinyova, A. Gradov, M. Didkivskyy, O. Kireev, A. Kirichenko, J. Kozak, Vladimir Kozik and others. However, in the current academic field, there is not enough attention to the analysis of the factors in the context of export-oriented development of machine industry.

Formulating aims of the article. The main goal of this work is to study the factors that affect the export activities of domestic engineering companies and identifying key issues concerning its further development.

Represent of the basic material. Industry structure of machinery in Ukraine, despite the problems of transition and systemic structural crisis, is quite diverse. Most developed sectors are heavy machinery, machine-tool construction, instrumentation,

radio engineering, transport engineering, agricultural machinery and electrical production.

Leading manufacturers of products of machine industry are USA, France, Italy, China, Japan, Germany, and Russia. Competitive advantages of foreign engineering products can be explained by the presence of vast experience in creating machines and units and the use of advanced technologies, which can reduce production time and production costs, improve the quality of final products. In addition, the advantage of foreign machine builders over Ukrainian is the option to credit their orders with deferred payment. That is very hard to implement in modern conditions of Ukrainian economy. It is also can be seen, that European Union countries understand the urgent need for investment to machinery industry, especially the newest innovation.

Literature analysis has shown, that different scientists call various factors that affect the state of export machine industry [1]. In general, they can be divided into such categories, as political, economic, social and technological.

Political factors are the one that have a decisive influence on the development of engineering in recent years. These factors are:

- Military operation in eastern Ukraine and the annexation of the Crimea. For decades, Russian Federation was the main trading partner of Ukraine and the main market for sales of domestic engineering products. The political situation in the east has led to an almost complete loss of the Russian market and significantly reduced supply of engineering products to other CIS countries.

- Intensification of cooperation with European Union. Since April 2014 by the EU were introduced unilateral trade preferences for Ukraine. This has increased the export of certain types of machinery and partly reduced the negative balance of Ukrainian foreign trade with EU in machinery sector. Moreover, from January 1, 2016 on the base of Association Agreement between Ukraine and the European Union there was held facilitation of trade flows between the countries. According to preliminary estimations of the State Statistics, in the first ten months of 2016, exports of goods to the EU increased by 2.4% in nominal terms and, obviously, much more in real terms, since in many markets there is still downward price trend. Growth of engineering goods

exports had a positive impact, including auto parts production, which is actively developing in Western Ukraine. According to January-October 2016, the EU was the only region to which Ukrainian exports grew. Accordingly, the EU has continued to grow as an important trading partner of Ukraine - EU share of Ukrainian export of goods reached 37% comparatively to 34% a year ago [2].

Diversification of commodity structure of export and Association Agreement with the EU, but even more loss of export capacity at Donbas and strengthening of trade restrictions on Ukrainian goods in Russia have created all conditions for relatively painless departure from the post-Soviet market of Ukraine.

To economic factors, one can include:

- The lack of adequate government support. The development of machinery industry requires a number of specific measures by the government, not just writing long-term government programs, which are not financially supported. For more than 20 years in Ukraine there were developed nine state programs for the development of domestic machinery industry, but none of the above named programs really could not help the domestic machinery complex because did not provide clearly defined sources of funding [3].

- Lack of investment and financial resources. Technological upgrade of the sector is a major factor in economic security. It is determined by the amount of capital investment. Existing capital investments are not sufficient to complete the technological modernization of the industry, which is one of the threats to economic security. Under unfavorable environmental conditions, National Bank of Ukraine had to conduct a strict monetary policy that has led to very high interest rates. Currently, real rates of corporate loans are at about 14%, which is a huge level in international comparison. High interest rates led to low demand for the industrial sector for a number of reasons. First, they have led to a reduction of investment and durable goods consumption, thereby undermining the output in the industrial sector. In addition, high interest rates will deter investment in much needed modernization of the industrial sector. The result may be in a further loss of international competitiveness, which ultimately appears in the fall of internal and external demand for products of the industrial sector.

- Low innovation activity. One of the main preconditions for export efficiency is the implementation of innovation. Analysis of statistics research and innovation activities in Ukraine showed that in 2016 the amount of companies, that were engaged in innovation process has halved. The amount of sold innovative products has also reduced much [4].

Among social factors, one can highlight:

- Reducing the amount of workforce.
- The outflow of qualified personnel abroad and to other sectors of economy.
- Lack of qualified managerial, engineering and production personnel.

There are also technical factors, which include:

- Dependency on raw materials and components from other enterprises or other countries.

- The low level of competitiveness of the industry due to low quality of products.

According to highly mentioned factors, it is possible to identify the biggest problems of the industry, which are [5]:

1. The use of physically and morally outdated equipment (the average level of wear in the industry is 55-80%, the level of replacement of fixed assets in the machinery industry is about 5% per year).

2. Low investment attractiveness of the sector. The financing of engineering companies is carried out mainly through own sources and loans, reflecting the low support of modernization processes in mechanical engineering by the State, private domestic and foreign investors, difficult access to credit resources.

3. Low level of technology innovation and the competitiveness of Ukrainian economy.

4. A narrow export orientation of machine industry. Products of domestic machinery complex is mostly in demand only in the CIS countries, especially in Russia, Kazakhstan and Belarus. Except for political reasons, there is still an objective economic justification: traditionally the foundation of Ukrainian exports to the CIS countries were carriages but slowdown of economic growth in these countries and the

desire to support domestic producers led to a drop in demand for this type of product, which is observed since 2012.

5. Loss of production capacity on the east of Ukraine because of anti-terrorist operation and reduction of their business partners in other regions of the country.

6. Significant energy capacity of production and high cost of energy resources.

7. The weak interaction between production and scientific-research sector.

8. The use of high-cost technologies, which in turns leads to the increasing of resource input and increases its cost.

9. The low solvency of Ukrainian manufactures.

10. Insufficient number of skilled workers and low wages in industry.

Conclusions. Despite the opportunities for development of new and rehabilitation of existing competitive advantages, machinery industry in Ukraine is in a quite difficult position. Ukrainian machinery is one of a major and promising sector in the domestic economy; it affects other sectors providing enterprise fixed assets.

Because of the global economic crisis and structural changes in the world, machinery of Ukraine practically has no competitive advantages in foreign markets.

However, under favorable political, social, economic, and environmental conditions this industry can provide stable development and functioning of the economy of our country.

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