

АКТУАЛЬНІ ПРОБЛЕМИ СЕКТОРАЛЬНОЇ ЕКОНОМІКИ

PRIORITY PROBLEMS OF INDUSTRIAL SECTORS' ECONOMICS

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STATUS AND TRENDS OF THE TRADE DEVELOPMENT IN UKRAINE

L.V. Frolova, Doctor of Economics, professor

Odessa national polytechnic university, Odessa, Ukraine

O.V. Rozhenko

Donetsk national university of economy and trade of M. Tugan-Baranovsky, Kryvyi Rih, Ukraine

Фролова Л.В., Рожченко О.В. Стан та тенденції розвитку торгівлі в Україні.

Виявлено тенденції розвитку підприємницьких структур торгівлі України, що дозволяє формувати висновки щодо соціально-економічних чинників їх господарювання, враховуючи всю різноманітність характеристик їх функціонування. Досліджено співвідношення динаміки обсягів торгівлі з динамікою валового внутрішнього продукту в національних та світових масштабах. Досліджено склад валового внутрішнього продукту України та виявлено що торгівля як галузь займає в ньому вагоме місце. Дослідивши динаміку валового регіонального продукту та сальдо зовнішньої торгівлі, виявлено адміністративно-територіальні одиниці в яких торгівля має найвищу концентрацію: м. Київ, Дніпропетровська та Донецька області.

Ключові слова: підприємницькі структури, торговельні підприємства, тенденції розвитку, соціально-економічні характеристики, торгівля

Фролова Л.В., Рожченко А.В. Состояние и тенденции развития торговли в Украине.

Выявлены тенденции развития предпринимательских структур торговли Украины, что позволяет формировать выводы относительно социально-экономических факторов их хозяйствования, учитывая все разнообразие характеристик их функционирования. Исследовано соотношение динамики объемов торговли с динамикой валового внутреннего продукта в национальных и мировых масштабах. Исследован состав валового внутреннего продукта Украины и выявлено что торговля как отрасль занимает в нем важное место. Исследован динамику валового регионального продукта и сальдо внешней торговли, выявлено административно-территориальные единицы, в которых торговля имеет самую высокую концентрацию г. Киев, Днепропетровская и Донецкая области.

Ключевые слова: предпринимательские структуры, торговые предприятия, тенденции развития, социально-экономические характеристики, торговля

Frolova L.V., Rozhenko O.V. Status and trends of the trade development in Ukraine.

The tendencies of enterprise economic patterns development in Ukraine have been lined out, which, consequently, allows to sum up the socio-economic factors of their economic management with all the characteristics variety of their functioning taken into account. The correlation of dynamics in terms of trade and that of gross domestic product, on both national and global scale, has been researched into. The compositional basis of the gross domestic product of Ukraine is analyzed and it has been revealed that trade, as a sector, occupies an important place in it. Having examined the dynamics of the gross regional product and foreign trade balance, the city of Kiev, Dnepropetrovsk and Donetsk regions have been determined as the administrative and territorial units with the highest concentration of trade activities.

Keywords: entrepreneurial structure, trading companies, trends, socio-economic characteristics, trade

During the modern period of rapid development of eurointegration and globalization processes, trade as an industry of national and world economy undergoes the greatest changes and indignations of managing subjects of other industries. According to the Law of Ukraine "About ratification of the Protocol on the entry of Ukraine in World the trade organizations" [1] local trade enterprises contact to subjects of the external environment at all levels more actively, there is quantitative and high-quality a growth of economic communications and partners in the market. First-priority stage in this process is condition research and tendencies identification of trade development and trade enterprises. Therefore in modern conditions development analysis of entrepreneurial structures of trade industry in Ukraine and search of growth ways of activities efficiency of trade enterprises are urgent.

Analysis of the last researches and publications

Questions of trade development, as industry and effective and safe activities of trade enterprises, are given attention by many scientific economists, namely: professor T. Vasiltshev [6] researched the theoretic-methodical and practical machinery of economic insurance of trade enterprises, theoretical provisions were proved and methodical tools of ensuring an economic safety of trade enterprises were offered by G. Demyanenko [7], M. Koknayeveva [11], I. Ligonenko [12] and A. Mazaraki [13] scrutinized and enhanced the conceptual and categorical specifics machinery of economic activity of trade enterprises, scientific interests of L. Frolova [18] – economic, logistic and strategic enterprise management, A. Homiv [19] established that the condition of financial resources and entrepreneurial opportunities of large-format retail trade enterprises in Ukraine

doesn't provide prevention to internal and external threats and doesn't allow the enterprises to reach certain specific benefits of strategic nature and much others.

Unsolved aspects of the problem

Trade enterprises in the retrospective period show low effective and unprofitable activities. Therefore functioning analysis of trade enterprises in Ukraine and search of increase directions in their economic condition is urgent.

The aim of article is consists in identification of development tendencies of trade entrepreneurial structures in Ukraine as directions for determination of socio-economic managing factors of trade enterprises. Research problems: to research dynamics of gross local product and gross regional product; to research the main indicators of local trade; to research the main activities indicators of local trade enterprises.

The main part

In the course of eurointegration development, Ukraine increased the rating by 8 line items, with 84 on 76 in 2015 in comparison with 2014, on a global index of competitiveness [20, 21]. However, at the present stage owing to the Agreement on association between Ukraine and the European Union and its state members in which it is determined by agreement parties importance of the free and undistorted competition in trade relations [2] use need of new controlling mechanisms of trade enterprises is objective, one of the directions of them effective management is ensuring their economic safety. The initial stage of this process is the research of development tendencies of trade entrepreneurial structures that requires deeper studying.

Exclusive role of a trade industry, world and Ukrainian, statistical data confirm (tab. 1).

Table 1. Amounts dynamics of world and state gross domestic product in the ratio with dynamics of trade volumes

Indicator	Years						Deviates 2015/2010	
	2010	2011	2012	2013	2014	2015	absolute	relative
Growth of world GDP amounts, %	4	2.5	2.5	3	3	2	-2.00	0.50
Growth of world trade amounts, %	13.6	4.75	2.5	3.3	3.3	1.6	-12.00	0.12
Ratio of growth of world trade amounts to world GDP amounts	3.4	1.9	1	1.1	1.1	0.8	-2.60	0.24
Ukrainian GDP, million UAH.	1120585	1349178	1459096	1522657	1586915	197 458	858873.00	1.77
Growth of Ukrainian GDP amounts, %	1.23	1.20	1.08	1.04	1.04	1.25	0.02	1.02
Ukrainian trade, million UAH.	162171	201746	210232	222789	233702	288096	125925.00	1.78
Growth of Ukrainian trade amounts, %	1.25	1.24	1.04	1.06	1.05	1.23	-0.01	0.99
Ratio of growth of Ukrainian trade amounts to Ukrainian GDP amounts	1.02	1.03	0.96	1.02	1.01	0.99	-0.03	0.97

Source: Compiled by the author according to the materials [4, 16, 22]

Calculations of a ratio of growth of trade volumes to GDP during the period from 2010 to 2015 in the world and in Ukraine have directly proportional linkage and show that growth of trade volumes exceeds growth of GDP amounts during the entire research period, except 2015 where decrease in this indicator in the world market and in Ukraine is observed. That is rates of decrease on trade industry exceed nation-wide and worldwide, that is this industry in present conditions experiences more indignations than others. It is caused by a geopolitical

situation in country and world and change of administrative and territorial units which submit to the Government of Ukraine.

More important structural characteristic of trade as industries of national economy is the share of the created gross value added that has gradual negative rates for the last three years. Trade takes a position in three leading other industries of Ukrainian national economy on this indicator (tab. 2) about 15% throughout the analyzed period, not on many lagging behind the industry.

Table 2. Structure of Gross Domestic Product, %

Economic sector	2013	2014	2015	Deviates 2015/2013	
				absolute	relative
1	2	3	4	5	6
Industry	16.82	17.22	16.87	0.05	1.00
TRADE	14.48	14.73	14.55	0.08	1.01
Other types of activity	9.41	8.89	8.15	-1.27	0.87

Continuation of table 2

1	2	3	4	5	6
Agricultural industry	8.79	10.15	11.92	3.14	1.36
Transport, warehouse economy	7.13	6.36	6.63	-0.50	0.93
Taxes on products	12.53	13.00	15.27	2.74	1.22
Real estate transactions	6.50	6.25	5.58	-0.92	0.86
Education	5.32	4.79	4.21	-1.12	0.79
Public administration and defense	4.66	4.96	4.76	0.11	1.02
Financial and insurance activity	4.52	4.45	3.10	-1.42	0.69
Professional, scientific and technical activity	3.26	2.97	2.72	-0.54	0.84
Health protection	3.29	2.91	2.81	-0.48	0.85
Information and telecommunications	3.30	3.32	3.43	0.12	1.04

Source: Compiled by the author according to the materials [4, 15]

Having considered in more detail dynamics of a gross regional product, for 2013-2015, we also observe negative changes (tab. 3).

Data in table 3 show that trade as the industry providing an exchange stage has the highest concentration in the city Kiev, the Dnepropetrovsk and Donetsk regions. So, on a share of a gross regional product in a general result, "top three"

appeared: Kiev, the second – the Dnepropetrovsk region, and after – Donetsk region, throughout all analyzed period, these three administrative and territorial units create about 40%. The share of the created gross value added in the city of Kiev steadily grows, in the Dnepropetrovsk region has slow downward tendencies and in Donetsk region – steadily decreases.

Table 3. Dynamics of a gross regional product

№	Indicator	2013	2014	2015	Deviates 2014/2013		Deviates 2015/2014	
					absolute	relative	absolute	relative
1	Gross regional product, million UAH							
	Kiev	312552	357377	399017	44825	1.14	41640	1.12
	Dnepropetrovsk region	152905	176540	188466	23635	1.15	11926	1.07
	Donetsk region	164926	119983	81524	-44943	0.73	-38459	0.68
2	Share of a gross regional product in a general result, %							
	Kiev	20.5	22.5	20.16	2	1.10	-2.34	0.90
	Dnepropetrovsk region	10	11.1	9.52	1.1	1.11	-1.58	0.86
	Donetsk region	10.8	7.6	4.12	-3.2	0.70	-3.48	0.54

Source: Compiled by the author according to the materials [5, 10]

Having researched a share of a gross regional product in a general result of "leaders", it is possible to draw the following conclusions: in Kiev – a tendency rather stable, on the Dnepropetrovsk region – significantly the situation doesn't change, and in the Donetsk region – continual recession of production volumes.

The essential place of trade in Ukrainian economic system and leading regions is confirmed by researches of economic indicators in dynamics and structure.

When forming balance of foreign trade in 2014-2015, allocated above administrative and territorial units of the state took essential positions (tab. 4). So, the greatest amounts of commodity export were created in the Dnepropetrovsk and Donetsk regions, respectively 3188.4 and 2494.7 mln. dollars of the USA; and the city of Kiev performed import on 5748.5 mln. dollars of the USA that constitutes more than 50% of nation-wide export.

Table 4. Balance of foreign trade in goods in 2015, mln. dollars of the USA

Regions	Export		Import		Balance thous. dollars, USA
	thous. dollars, USA	specific weight	thous. dollars, USA	specific weight	
Ukraine	38134807.8	100	37502287.72	100	632520.1
Dnepropetrovsk Region	6399009.6	16.8	3210601.4	8.6	3188408.2
Donetsk Region	3697291.7	9.7	1202569	3.2	2494722.7
Kiev	8744305.3	22.9	14492800.3	38.6	-5748495.0

Source: Compiled by the author according to the materials [9]

The analysis of the main indicators of local trade (tab. 5) continues to confirm the above-named tendencies. That is on the wholesale turnover and the retail turnover, rates of changes around the city to

Kiev and the Dnepropetrovsk region were above rates of changes about the country, and Donetsk region has indicators below nation-wide a current of 2013-2015.

Table 5. The analysis of the main indicators of local trade in Ukraine for 2013-2015

№	Indicator	2013	2014	2015	Deviates 2014/2013		Deviates 2015/2014	
					absolute	relative	absolute	relative
1	Wholesale turnover, million UAH							
	All, among them	1074753.2	987957	1244220.8	-86796.20	0.92	256263.80	1.26
	Kiev	416007.1	429813.7	608308.1	13806.60	1.03	178494.40	1.42
	Dnepropetrovsk region	89008.6	77711.3	93252	-11297.30	0.87	15540.70	1.20
	Donetsk region	176452.1	95619	68053	-80833.10	0.54	-27566.00	0.71
2	Retail turnover per capita							
	All, among them	9236	9941	11380	705.00	1,08	1439.00	1.14
	Kiev	26499	28809	34980	2310.00	1,09	6171.00	1.21
	Dnepropetrovsk region	11169	12821	14612	1652.00	1,15	1791.00	1.14
	Donetsk region	8973	6325	3529	-2648.00	0,70	-2796.00	0.56
3	Average monthly nominal wage of staff employees							
	Ukraine, among them	3265	3480	4195	215.00	1.07	715.00	1.21
	Trade	3010	3439	4692	429.00	1.14	1253.00	1.36
	Kiev	5007	5376	6732	369.00	1.07	1356.00	1.25
	Dnepropetrovsk region	3336	3641	4366	305.00	1.09	725.00	1.20
	Donetsk region	3755	3858	4980	103.00	1.03	1122.00	1.29

Source: Compiled by the author according to the materials [16]

Also such indicator as the average monthly salary characterizes trade as one of the leading industries. In the period which is analyzed, deviations on this indicator in trade are higher average in state, and on regions on which the attention is focused, tendencies also positive: the city of Kiev on the first place, the Dnepropetrovsk and Donetsk regions – keep the line items. Among workers of Ukraine occupied in the city of Kiev, the Dnepropetrovsk and Donetsk regions accrued payroll is higher than the industry average level and with positive dynamics.

The number of the enterprises in Ukraine (tab. 6) in 2014 decreased on 52326 units that constitutes 13, 3%. In 2015 in comparison with 2014 the number of the enterprises increased by 2439 units, that is for 0.7%, but to the level of 2013 didn't reach the number of the enterprises in 2015. The share of trade enterprises decreases throughout the entire period of a research gradually: in 2014 in comparison with 2013 – for 1.8%, 2015/2014 – for 0.9%.

Table 6. Main indicators of enterprises activities

№	Indicator	2013	2014	2015	Deviates 2013/2014		Deviates 2015/2014	
					abs	relat	abs	relat
1	Number of the enterprises							
	In total units across Ukraine	393327	341001	343440	-52326	0.867	2439	1.007
	including in trade	110414	93972	93798	-16442	0.851	-174	0.998
	Share of trade enterprises	0.281	0.276	0.273	-0.0051	0.982	-0.002	0.991
2	Number of engaged workers							
	In total at the enterprises of Ukraine, million persons.	7406.5	6298.5	6032.8	-1108	0.850	-265.7	0.958
	including at trade enterprises	1156	1015.2	903.4	-140.8	0.878	-111.8	0.890
	Share engaged at trade enterprises	0.156	0.161	0.150	0.0051	1.033	-0.011	0.929
3	Volume of products sold							
	In total at the enterprises of Ukraine.	4050125	4170660	4973350	120535	1.030	802690	1.192
	including at trade enterprises	1612134	1629691	1831054.7	17557	1.011	201364	1.124
	Share at trade enterprises	0.398	0.391	0,368	-0,007	0.982	-0.023	0.942
4	Staff costs, million UAH	378223	354425	383883.1	-23798	0.937	29458.1	1.083

Source: Compiled by the author according to the materials [8, 9]

The fact that the decrease share in 2015 is twice less than decrease in 2014 is positive. But the share of trade enterprises in 2015 remains powerful – 27.3% of a total quantity of the enterprises in Ukraine.

Having considered the number of the enterprises in regions, it is visible that on the first place in 2013 Kiev – 86845 units, the second and third places are shared by the Dnepropetrovsk and Donetsk regions – 28194 and 28731 units respectively (tab. 7).

In 2014 the number of the enterprises in Ukraine decreases by 13.3%, but in Kiev – it grows for 0.6%, in the Dnepropetrovsk region – decreases by 7%, and in Donetsk – decreases by 60%. To some extent such

structural changes happened because of the developed political situation and carrying out anti-terrorist operation.

Table 7. Dynamics of enterprises number in regions

Region	2013		2014		2015		Deviates 2015/2013	
	unit	%	unit	%	unit	%	absolute	relative
Dnepropetrovsk region	28194	7.17	26228	7.69	27251	7.93	0.77	1.11
Donetsk region	28731	7.30	11366	3.33	11763	3.43	-3.88	0.47
Kiev	86845	22.08	87405	25.63	87380	25.44	3.36	1.15
Ukraine	393327	100	341001	100	343440	100		

Source: Compiled by the author according to the materials [3, 14]

The exclusive role of the enterprises, which chose a type of economic activity – trade, is shown also by the number of engaged workers in an industry and in the state. The share of engaged workers at trade enterprises in 2014 increases in comparison with previous year by 3.3%; in 2015 – decreases by 7.1% and becomes below a mark of 2013. But it should be noted that during the analyzed period at trade enterprises are employed more than 15% of engaged workers at the enterprises of Ukraine that emphasizes their exclusive value both in the region, and in national economy. Behind regional structure [5] the major are a city of Kiev, the Dnepropetrovsk and Donetsk regions on which fluctuations not considerable, within average.

The volume of products sold occupies with trade enterprises on average 40% of general on the enterprises. The share of volume of products sold trade enterprises in 2014 in comparison with 2013 decreased by 1.8%, in 2015 – decreased by 5.8%. It shows that forming an industry, that is researched, a factor is trade enterprises. Thus, it is possible to draw a conclusion that a large number of country enterprises chose a type of economic activity – trade which realize the most part of products.

Structure research and balance indicators of trade enterprises shows availability of considerable problems of their functioning (tab. 8).

Table 8. Balance sheet structure of trade enterprises

For the beginning	Assets			Liability			
	Non-current Assets	Current assets	Non-current Assets and others	Equity	Fixed liabilities	Current liabilities	Other liabilities
2013	16.80	83.20	0.00	9.60	14.10	76.30	0.00
2014	19.00	81.00	0.00	8.50	14.60	76.90	0.00
2015	14.28	85.58	0.00	-5.84	19.21	86.64	0.00
Rate of change 2014/2013	1.13	0.97	0.00	0.8854	1.04	1.0079	0.00
Rate of change 2014/2015	0.75	1.06	0.00	-0.6871	1.32	1.1267	0.00

Source: Compiled by the author according to the materials [8, 9]

Data of this table 8 confirm availability of such problems in the period which is researched as: share reduction of current assets in structure of a balance sheet asset of trade enterprises by 2.64% in 2014 in comparison with previous, gradual reduction of equity share by 11.46% and by 68.71% in 2014 and 2015; increase long-term by 3.55% and by 32% of the current liabilities by 0.79% and by 12.67%. That is, in the considered period in structure of a balance sheet

asset of trade enterprises about 80% occupy current assets and have negative changes tendency, and in structure of balance liability – about 90% occupy liabilities that positively change.

Despite a powerful part of the enterprises which manage in Ukraine financial results dynamics to the taxation of this category of entrepreneurial structures testifies to rather low performance of their functioning (tab. 9).

Table 9. Dynamics of financial results to enterprises taxation

№	Indicator	Financial result to the taxation, million UAH.	Specific weight of the enterprises which received a loss	Profitability of operating activities of the enterprises
1	2	3	4	5
Ukraine				
	2014	-389114.40	37.70	-4.10
	2015	-230612.60	31.90	1.00

Continuation of table 9

1	2	3	4	5
Deviates	absolute	158501.800	-5.800	5.100
	relative	0.593	0.846	-0.244
including trade				
	2014	-80445.40	40.10	-12.80
	2015	-58881.10	33.20	-2.40
Deviates	absolute	21564.300	-6.900	10.400
	relative	0.732	0.828	0.188
part of trade				
	2014	0.21	1.06	3.12
	2015	0.26	1.04	-2.40
Deviates	absolute	0.049	-0.023	-5.522
	relative	1.235	0.978	-0.769

Source: Compiled by the author according to the materials [9, 17]

As table 9 shows, a financial result of trade enterprises, in the period which is researched, decreases that matches nation-wide tendencies. More than a third of enterprises in national economy and trade industry – unprofitable.

The conducted research allowed revealing the following tendencies of trade development in Ukraine:

- in trade direction one of the largest parts of GDP in Ukraine is created;
- the average monthly salary of trade engaged workers is lower than average about the country, but if to consider industry regional structure, then to trade workers of Kiev, the Dnepropetrovsk and Donetsk regions was added above an average, but the essential debt on salary payment takes place;
- a third of state all enterprises are engaged in trade at which 15% of able-bodied population are engaged;
- industry regional structure (on indicators: GDP, the wholesale and retail turnover, the average monthly salary, the number of the enterprises and others) demonstrates that the most important regions are the city of Kiev, the Dnepropetrovsk and Donetsk regions;
- on the called indicators in administrative and territorial units, which are allocated as leaders, tendencies are observed: in Kiev – it is better, than

nation-wide, in Dnepropetrovsk region – insignificant decrease, in Donetsk region – sharp recession;

- in a capital structure of trade enterprises – more than 90% capital is borrowed which annually increases;
- more than a third of trade enterprises – unprofitable which efficiency annually considerably decreases

Conclusion

The conducted research confirmed the high importance of trade enterprises in functioning of Ukrainian national economy and helped to reveal a number of problems in their economic condition that assumes need of development and use of new, more effective controlling mechanisms which is ensuring their economic safety.

The highest concentration of trade entrepreneurial structures is concentrated in the Dnepropetrovsk, Donetsk regions and the city of Kiev, high specific weight of GDP in the same place, but effectiveness of allocated subjects is negative.

In a further research a question of ensuring an economic safety of trade enterprises as achievement direction of high financial results in case of the most effective use of resources.

Abstract

Article objective is to identify the tendencies of Ukraine's trade business structures development as an industry in order to determine the socio-economic factors of managing commercial enterprises.

the following methods have been used in the study: methods of theoretical generalizations and comparisons for identifying the trade development tendencies in the regions of Ukraine; analysis and synthesis for determining the significance of commercial enterprises in particular, and their functioning in terms of the national economy in general; methods of abstraction and generalization allowing to draw conclusions on revealing the problems of commercial enterprises functioning.

Due to the carried out study, the tendencies of enterprise economic patterns development in Ukraine have been lined out, which, consequently, allows summing up the socio-economic factors of their economic management with all the characteristics variety of their functioning taken into account.

The improved formulation of socio-economic characteristics of the business trade organizations in Ukraine, in contrast to existing, allows coming to objective conclusions on commercial enterprises development in Ukraine in the regional context.

The obtained results are focused on the choice of the objects of study, requiring the use of new effective managing mechanisms in order to ensure their economic security.

JEL Classification: F17.

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Фролова Лариса Володимирівна / Larysa V. Frolova
lfrolova.ua@gmail.com

Роженко Олександра Вікторівна / Oleksandra V. Rozhenko
donnuet-stars@mail.ru

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