

STATE REGULATION OF PENDULUM MIGRATIONS IN UKRAINE: FEATURES AND PROSPECTS

Problem setting. State regulation is a necessary attribute of successful provision of social and economic development of regions and the country as a whole. One of the components of economic stability is the level of employment. Ukraine's universities are training specialists in various areas today, but it should be noted that not all professions are equally in demand in all regions. The supply on the labor market far exceeds the number of jobs that educated young people can attract. In particular, this statement is true for rural areas. This is mainly due to inadequate wages. Taking into account the above factors, the process of pendulum migration appears, and accordingly young specialists should be ready for territorial mobility. Accordingly, the prospects and peculiarities of state regulation of pendulum migration processes require additional scientific research.

Paper main body. In modern science, the term "pendulum migration" should be understood as a regular process of population movement from one settlement to another for the purpose of work or study [1]. The process of pendulum migration emerged and developed in the period of urbanization, when the gap between urban and rural cultures became the most pronounced. If earlier, before the growth in industrial cities, people in Ukraine were mostly engaged in subsistence farming, after the emergence of specialized devices and machines, labor productivity increased several times, and the need for human hands decreased. People in search of work began to travel to the nearest cities to feed their families. The role of the city in the development of society has increased. On the territory of a large part of the regions, especially in rural areas, the dynamics of job creation requiring specialists with higher education are significantly behind those in the labor market, while existing vacancies are not attractive enough for young economically active citizens in terms of the nature of the work, and first of all - a low level of wages. The imbalance of regional labor markets from the point of view of professional and qualitative conformity of supply and demand is a characteristic feature of certain regions of Ukraine. All this leads to the emergence of pendulum migration processes on the territory of the state.

Besides disproportions in the regional labor markets, additional factors such as a high level of transport infrastructure development, the ability to search for jobs in various regions via the Internet, and the possibility of interviewing an employer using computer communication tools affect the growth of the number of pendulum migration processes.

The main problem for the scientific study of such a process as a pendulum migration is the fact that it is quite difficult to calculate the number of such labor migrants. Unfortunately, the domestic scientific literature does not provide modern statistics on the number of people who study or work outside their localities. However, considering the military actions that take place on the territory of the Lugansk and Donetsk regions of Ukraine, as well as the annexation of the Crimea by the Russian Federation, it can be concluded that residents of these regions need work and sometimes temporary residence in other parts of Ukraine.

The migration intentions of Ukrainians are influenced by a whole complex of certain factors, among which there are two groups - "pushing out" and "attracting". It should be noted that everyone finds for himself personal reasons for making a decision regarding employment outside his residential area. These reasons depend on the material well-being of the family, on the level of the person's ambitiousness, his desire for professional growth and self-improvement. However, in modern conditions, it is common to identify such basic factors that influence the person's decision on territorial mobility: unemployment, lack of vacancies in the specialty, low wages, and the general situation in the region.

It is expedient to base the definition of the best methods of regulation of pendulum migration processes on two basic principles, the first - observance of the development priori-

ties of individual regions of the state and Ukraine as a whole, the second - conformity to human interests in terms of its rights and freedoms. In general, pendular migration movements in Ukraine are regulated by the action of market forces - demand and supply. Relatively high level of wages in some regions and low in others (in conjunction with the lack of demand for employment in certain professions) lead to the displacement of the population from villages to the cities of the region and beyond. The emerging problems associated with this process are solved by potential and real pendulum labor migrants, usually alone [2]. Constraints are practically absent or are not a priority.

Conclusions. The state regulation of the pendulum migration in Ukraine should be carried out in compliance with such principles as the protection of human rights and freedoms on the basis of unconditional observance of the norms of constitutional law, combining the interests of the individual, the region and the state, and provoking the development of social partnership at all levels. These principles will allow combining the interests of economically active citizens with the interests of the state and the tasks of socio-economic development of individual regions and Ukraine as a whole.

Literature:

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УДОСКОНАЛЕННЯ СТРАТЕГІЇ УПРАВЛІННЯ ФІНАНСОВИМИ РЕСУРСАМИ ПІДПРИЄМСТВА В УМОВАХ ГЛОБАЛІЗАЦІЇ

Постановка проблеми. Визначення стратегії розвитку для промислового підприємства принципово залежить від конкретної ситуації, в якій воно перебуває. Існують загальні підходи до формування стратегії. В їх основі лежить комплекс стратегічних рішень, які є результатом творчого процесу щодо пошуку напрямів і способів розв'язання виробничо-господарської ситуації, містять у собі економічну, правову, організаційну, соціальну та психологічну складові та приводить до відповідних наслідків.

Виклад основного матеріалу. Сучасний стан економіки України обумовлює необхідність виникнення нових механізмів управління або постійного вдосконалення, адаптації вже наявних гнучких організаційних структур ефективного управління як для окремої виробничої структури, так і для всієї системи. Соціально-економічна природа управлінської діяльності в Україні має розглядатися в контексті закономірного процесу формування всесвітньої економічної системи. Зміни в економічному середовищі на рівні держави диктують нові вимоги до механізму управління підприємством.

Сутність глобалізації полягає у створенні єдиної світової економічної системи. Основна ідея цього процесу полягає у визначенні загальних характеристик товарів, ринків і споживачів, що не залежать від національних особливостей [1]. Метою стратегії управління фінансовими ресурсами підприємства в умовах глобалізації є стандартизація