

**РОЗВИТОК ПІДПРИЄМСТВА В УМОВАХ
НЕСТАБІЛЬНОГО ЗОВНІШНЬОГО СЕРЕДОВИЩА:
УПРАВЛІННЯ, РЕАЛІЗАЦІЯ ТА ПЕРСПЕКТИВИ
монографія**

ISBN 978-617-7783-44-1

**Розвиток підприємства в умовах нестабільного зовнішнього середовища:
управління, реалізація та перспективи: монографія / за заг. ред. д.е.н.,
проф. Шарко М.В. – Херсон: ФОП Вишемирський В.С., 2019. – 306 с.
(19,19 друк. арк.)**

Рецензенти:

Гончар Ольга Іванівна - доктор економічних наук, професор, професор кафедри маркетингу і торговельного підприємництва, Хмельницький національний університет Міністерства освіти і науки України

Гринчуцький Валерій Іванович - доктор економічних наук, професор, професор кафедри економіки підприємств і корпорацій, Тернопільський національний економічний університет Міністерства освіти і науки України

Монографія присвячена комплексному дослідженню теоретико-методологічних і прикладних основ економічного розвитку підприємств в умовах динамічних змін зовнішнього середовища. Розкрито сутність і еволюцію понятійно-категоріального апарату теорії стійкого розвитку промислових підприємств. Визначені принципи інтеграції та кооперації в умовах конкурентного середовища. Обґрунтовано концептуально-методологічні засади інтелектуалізації наукових досліджень при формуванні економічного розвитку підприємств. Здійснено аналіз сучасного стану управління діяльністю підприємств в умовах нестабільного зовнішнього середовища та інформаційної складової управління економічною безпекою підприємств. Запропоновано вимоги до компетентностей фахівців. Визначено форми реалізації та перспективи розвитку підприємств в умовах нестабільного зовнішнього середовища.

Монографія орієнтована на широке коло спеціалістів, фахівців, керівників, науковців, аспірантів і студентів економічних спеціальностей, усіх, хто цікавиться питаннями організації та управління розвитком підприємств.

*Рекомендовано до видання рішенням Вченої Ради
Херсонського національного технічного університету
Міністерства освіти і науки України
Протокол № 4 від 23 грудня 2019 р.*

ISBN 978-617-7783-44-1

© М.В.Шарко, 2019

ЗМІСТ

с.

РОЗДІЛ 1. ТЕОРЕТИКО-МЕТОДОЛОГІЧНІ ОСНОВИ ЕКОНОМІЧНОГО РОЗВИТКУ ПІДПРИЄМСТВА

1.1. Еволюція понятійно-категоріального апарату теорії стійкого розвитку промислових підприємств	5
1.2. Інтеграція та кооперація в креативних галузях.....	19
1.3. Вимоги цифрової економіки до компетентностей фахівців підприємства: проблеми відповідності та шляхи їх розв'язання.....	27

РОЗДІЛ 2. ІНТЕЛЕКТУАЛІЗАЦІЯ ТА КОМЕРЦІАЛІЗАЦІЯ НАУКОВИХ ДОСЛІДЖЕНЬ ПРИ ФОРМУВАННІ ЕКОНОМІЧНОГО РОЗВИТКУ ПІДПРИЄМСТВА

2.1. Cooperative as the highest organizational form agricultural cooperatives	38
2.2. Потреба новацій правового регулювання об'єктів інтелектуальної власності, їх облік та вплив на інноваційний розвиток і конкурентоздатність економіки.....	49
2.3. Інтелектуалізація економіки і зміни у змісті праці фахівців	61
2.4. Поведінкові фінанси як складова економічного розвитку	73

РОЗДІЛ 3. УПРАВЛІННЯ РОЗВИТКОМ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ ПРИ ОБСТЕЖЕННІ КОН'ЮНКТУРИ РИНКУ

3.1. Базові принципи управління інноваційним забезпеченням економічного розвитку підприємств	82
3.2. Використання цифрового та інтернет-маркетингу як ефективного інструменту економічного розвитку підприємства.....	89
3.3. Обґрунтування підприємницьких ризиків в інноваційній діяльності підприємства	104

РОЗДІЛ 4. УПРАВЛІННЯ ДІЯЛЬНІСТЮ ПІДПРИЄМСТВА В УМОВАХ НЕСТАБІЛЬНОГО ЗОВНІШНЬОГО СЕРЕДОВИЩА

4.1. Problems of professional career development of personnel	112
4.2. Особливості організаційної регламентації міжкорпоративного	

**Розвиток підприємства в умовах нестабільного зовнішнього середовища:
управління, реалізація та перспективи: монографія**

співробітництва аграрних підприємств	120
4.3. Особливості функціонування аграрних підприємств різних організаційно-правових форм та дослідження інтеграційних процесів	131
4.4. Теоретико-концептуальні основи управління сучасними аграрними виробничими структурами	141
4.5. Інформаційна складова управління економічною безпекою підприємства	158
4.6. Управління проектами формування економічного розвитку підприємства в умовах нестабільного зовнішнього середовища.....	167

**РОЗДІЛ 5. РЕАЛІЗАЦІЯ ТА ПЕРСПЕКТИВИ РЕГУЛЮВАННЯ
КОНКУРЕНТОСПРОМОЖНІСТЮ І РОЗВИТКОМ ПІДПРИЄМСТВ
В УМОВАХ НЕСТАБІЛЬНОГО ЗОВНІШНЬОГО СЕРЕДОВИЩА**

5.1. Принципи та методи оцінки конкурентоспроможності підприємства.	182
5.2. Управління конкурентоспроможністю підприємства в умовах нестабільного внутрішнього та зовнішнього бізнес-середовища	193
5.3. Проблема підвищення конкурентоздатності підприємств сфери обслуговування в контексті переходу до економіки вражень	202
5.4. Система управління якістю в інтегрованому агропромисловому виробництві	211
5.5. Інвестиційно-інноваційне забезпечення конкурентоспроможного розвитку підприємств	227

**РОЗДІЛ 6. ПРОГНОЗУВАННЯ ЕКОНОМІЧНОГО РОЗВИТКУ ПІДПРИЄМСТВ
В УМОВАХ НЕСТАБІЛЬНОГО ЗОВНІШНЬОГО СЕРЕДОВИЩА**

6.1. Прогнозування економічного розвитку підприємств в умовах невизначеності	244
6.2. Концептуальні засади економічної безпеки підприємства.....	249
6.3. Прогнозування надходжень податку на додану вартість	257
6.4. Моделювання системи розвитку сільськогосподарського машинобудування в регіоні	268
Список використаних джерел	278

РОЗДІЛ 2

ІНТЕЛЕКТУАЛІЗАЦІЯ ТА КОМЕРЦІАЛІЗАЦІЯ НАУКОВИХ ДОСЛІДЖЕНЬ ПРИ ФОРМУВАННІ ЕКОНОМІЧНОГО РОЗВИТКУ ПІДПРИЄМСТВА

2.1. COOPERATIVE AS THE HIGHEST ORGANIZATIONAL FORM AGRICULTURAL COOPERATIVES

In the study of any phenomenon, including economic, perhaps the most important is the question of establishing its characteristic features, main features, reducing them to the totality and developing on this basis its definition. This is also true of the definition of a cooperative. Despite the fact that the concept of «cooperative» is contained in the works of many researchers, the question of its interpretation is not fully resolved. As S. Boek noted, «there is no universal universally recognized definition of a cooperative society» [269, p. 60]. To establish what constitutes a cooperative, one must turn to the theory of cooperation, to the doctrines recognized as classical, as well as to the provisions of modern economic and legal science, and to explore the concept of «cooperative».

One of the first cooperative movement theorists, W. King believed that the co-op, like all other societies, was intended to give people the opportunity to avoid some of the inconveniences they experienced when acting alone and to obtain the benefits they would otherwise have. did not have [306, p. 12-13]. The basis for the definition of cooperative scientists was laid as a criterion of joint work of people. G. Lifman calls cooperatives households that aim to promote or replenish their members' household or industry through the joint conduct of business [311, p. 21]. This definition demonstrates a fundamental difference between cooperatives and other economic entities. A cooperative is formed to serve its members' households and industries in order to reduce their consumption and production needs. Other business entities have a commercial focus and are designed to serve customers for maximum profit.

G. Kaufman believed that a cooperative is a company with an unspecified number of persons or unions, which on the basis of equal rights and equal responsibility voluntarily transfer certain economic functions to a joint venture in order to obtain certain economic benefits [273, p. 8]. According to the author, members of the cooperative can be both individuals and organizations. They transfer to their cooperative enterprise only those functions of their farms where the union benefits. G. Kaufman highlighted the essential features of

cooperatives: unlimited number of persons; free association of participants; equal responsibility and equal rights of members; transfer of members' economic functions to the public economy; public ownership of the means of production [274, p. 39]. The purpose of establishing a cooperative is to achieve economic benefits.

Successful is the definition of F. Staudinger, who is considered the best German cooperative theorist of the first half of XX century. He defined the cooperative as an association of free-access members based on the equal rights and responsibilities of individuals, created for the joint venture, which should benefit members in a disproportionate proportion of the capital contributed, and to what extent the member society used the society itself [312, p. 21; 318, p. 25]. This definition traces the difference between a cooperative and a joint-stock company. In cooperative organizations, the results of economic activity are distributed not in the amount of invested capital, but in proportion to the use of the services of the cooperative enterprise.

S. Gschwind concluded that a cooperative is a union of people, not capital. The accumulated capital in the cooperative aims not to bring interest and income without labor costs, but on the contrary, contribute to the destruction of both types of unearned income – interest and rent. Cooperative capital is legally different from that of share capital: the first is public property, the second is private property [277, p. 85]. This definition emphasizes that a cooperative is a union of people, not their capital.

According to M. Tugan-Baranovsky, cooperative enterprises are, in fact, the only form of economic organization that arose from the conscious efforts of broad social groups to transform the capitalist system of the economy [319, p. 67]. M. Tugan-Baranovsky noted that cooperatives do not appeal to the public, religious or moral ideas of man, but above all to the same motive that capitalism refers to the personal selfishness, economic interest of man. This is a great power of cooperation, since its internal economic nature has much in common with the capitalist enterprise. The capitalist enterprise, the scientist argued, was not a charity pledge, not public propaganda, not a political organization, and not a labor union. It is an economic organization for the benefit of a certain group of persons [319, p. 94].

In the book «A Brief Course of Cooperation» O. Chayanov noted that a cooperative is first of all an association of farms that do not disappear as a result of this association, but remain small-scale farms. In cooperatives, only part of the production – the part where the large economy has advantages over the small – is united in a common organization. The agricultural cooperative is an adjunct to the independent peasant economy, serves it and without such an economy makes no sense [272, p. 8-9].

One can not disagree with the cooperative scientist, the historian of the cooperative I. Vitanovich, who noted that it would be wrong to consider the cooperative any ancient community, including here some ancient land, forest, public communities, establishments of the workshop, etc. of them did not have the basic cooperative element – voluntariness and were more or less compulsory [322, p. 48]. It should be emphasized that these associations were some organizational forms of cooperation, which had separate features of cooperatives, but they were not cooperatives.

O. Antsiferov argued that a cooperative organization is a voluntary association of an unlimited number of persons for the achievement of common economic goals, based on the principles of full equality of rights of participants and self-government, where each member takes direct personal participation and bears property responsibility, and obtained as a result of economic operations net profit does not go to the reward of capital [266, p. 24]. The above definition of a cooperative organization is based on the principles defined by A. Antsiferov himself:

- a) pursuit of an economic goal that distinguishes it from charitable or other types of mutual assistance;
- b) mutual assistance that acquires the character of cooperation;
- c) free organized cooperation.

Along with them, the most specific scientist distinguishes the following features:

- a) employment, or the principle of personal participation of members in the activities of society;
- b) unlimited number of members;
- c) independence and self-government;
- d) liability of members in the affairs of the company;
- e) cooperative democracy;
- e) the profit received as a result of economic activity does not go to the reward of capital [266, p. 22-23].

In justifying the formulated principles, O. Antsiferov notes that any business case is always based on the desire to get the most possible profit, and any cooperative organization – to put the work in the best possible conditions [266, p. 22].

A more detailed definition of a cooperative is formulated by S. Prokopovich, according to which it is a union which:

- a) unites an unlimited number of persons;
- b) persons enter and exit freely, pursuing their interests;
- c) based on democratic principles of fullness, equality of all members and self-government;

- d) does not absorb the identity of its members;
- e) performs business operations related to production, exchange and credit at the members' total cost;
- e) seeks to increase the productivity and profitability of workers, to facilitate and reduce the cost of production and households;
- g) the net profit is distributed in proportion to the participation of each member in the common cause [308, p. 13-14]. These important developments of the scientist gave the basis and impulse for further research of the concept of cooperative.

B. Martos gave a clear definition of the cooperative, which had important scientific, theoretical and practical significance. In his view, the cooperative is voluntary, based on the principle of equality and self-help of uniting people in order to improve their well-being by holding at the joint expense of an enterprise which should increase the labor earnings of participants or reduce their consumption expenditures in accordance with the use of that enterprise, and not by the amount of invested capital [296, p. 30]. In this definition the basic principles of cooperation are laid down – voluntariness, equality, self-help, the difference between a cooperative and a capitalist enterprise is shown. In addition, on the basis of this definition it is possible to distinguish cooperatives from other organizations and draw conclusions about their role in society.

It is clear that at the present stage of the development of market relations and the revival of agricultural cooperatives, the definition of a cooperative is somewhat different. It must adhere to such principles as:

- 1) voluntariness and accessibility of membership without any artificial restriction or discrimination against all persons who may use the services of the cooperative and agree to be responsible for the membership;
- 2) cooperative democracy – the activities of a society are governed by the persons elected by its members and accountable to them; for members of the original cooperatives – equal right to make decisions on the principle of «one member – one vote»;
- 3) strict limitation of interest on unit capital;
- 4) belonging to the profit of the members of the company and its distribution in such a way as to exclude the possibility of earning one member at the expense of another;
- 5) organization of education in the field of cooperation;
- 6) cooperation with other cooperative organizations [293, p. 190-208].

Taking these principles into account, the International Cooperative Alliance (ICA), as an international organization bringing together cooperatives around the world, enshrined the definition of cooperative in its 1966 Charter. According to him, any association of persons or societies will be recognized as a cooperative, provided that it seeks to improve the economic and social status of its members

through the use of a mutual assistance enterprise [293, p. 193]. The cooperative, as an autonomous association of people who volunteered to meet their socio-economic, social and cultural needs through a democratically managed enterprise jointly owned by its members, is also mentioned in the 1995 ICA statement. cooperative identity (in this case, by association of people is meant not only the union of individuals, but also their groups – legal entities) [263, p. 73-74]. A similar concept of cooperative was defined by the International Labor Organization. The cooperative, she testifies, is an association of individuals who voluntarily united to meet common needs through the formation of a democratically controlled enterprise, made uniform contributions to the capital of their partnership and agreed to share the risk and rewards of the activities in which they actively participate.

It is of interest to define the concept of a cooperative and its legal features contained in the works of Sh. Ismailov, E. Serova, V. Fedorovich, V. Vozniuk. Thus, V. Fedorovich formulated the following legal features of the cooperative:

- a) voluntary association;
- b) membership of the association;
- c) equality of members;
- d) mandatory participation of members in the activities of the cooperative (labor – in production, participation in business operations – in the service);
- e) the unitary nature of the property of the cooperative;
- e) the main purpose of the activity is to meet the material and other needs of the members, not to profit;
- g) achieving the goal through joint economic activities.

Taking into account the above characteristics of a cooperative, we can conclude that a cooperative is a voluntary association of persons on the basis of membership for joint conduct of activities, based on the principles of equality of members, mandatory participation in the activities of such association, use of property created, as a rule, at the expense of the contributions of members and belonging to such an association of property rights to meet the material and other needs of its members.

M. Malik focuses on the independence of cooperatives and their independence from the state: «... a cooperative is considered to be an enterprise based on the private property of its members and operates in market conditions without special state support and special state control» [264, p. 13]. The author emphasizes the corporate nature of forming a cooperative on the basis of private property.

V. Zinovchuk defines a cooperative as a corporate-type enterprise created through the voluntary association of material contributions and efforts of agricultural producers-owners, organization of democratic governance and risk

and income sharing in accordance with participation in the economic activities of this enterprise [326, p. 33-34].

Considering the peculiarities of the cooperative as an economic organization, V. Zinovchuk emphasizes its fundamental differences from ordinary corporations, ie those called «investor-oriented firms». Most of them are represented by joint stock companies. Co-operative enterprises and ordinary corporations have much in common because they are a corporate type of enterprise [326, p. 37]. The differences between cooperatives and non-cooperative enterprises are mainly in the relationship between the enterprise and its owners, as well as in the principle of profit sharing and net savings. The principles of investor-oriented corporations and cooperatives are presented in Table. 2.1.

Table 2.1 - Comparison of economic and legal characteristics enterprises of corporate type

Economic factors and competencies	Types of corporate enterprises		
	Cooperative type	Corporations oriented to invest	
		Joint Stock Company	Limited Liability Company
The purpose of the enterprise	meeting members' needs to maximize their income	generating profit for investors	
Defining Law Institution	membership right	right of establishment / participation	
Sources of capital	dues	investor contributions	
		reinvestment	
Obligations of participants	personal involvement	participation in the authorized capital	
Labor participation	required	optional	
Management by principle	one member – one vote	one share – one vote	one part – one vote
The highest governing body is the general meeting	members of the cooperative	shareholders	founders
Executive authority	executive directorate	board	administration
Profit sharing	depending on personal involvement	on the invested capital	

Source: own research.

Corporations are a widespread form of business organization in the world. The term «corporation» (from the Latin corporatio – union) in the broadest sense means the totality of persons united on the basis of guild, caste, commercial and other interests [303, p. 100]. From a modern economic and legal point of view, a corporation is an association of owners of capital to create a legal entity, giving them the authority to act and be responsible on their own, that is, separated from their co-owners [283, p. 4].

In organizational terms, the corporation constitutes a union of structures or individuals that operate in the conditions of economic and technological independence with the simultaneous exercise of certain centralized functions [283, p. 4].

The Economic Dictionary Directory, edited by S. Mochernyi, states: «A corporation in economic theory is treated as a joint-stock company in which, on the basis of centralized capital and savings of employees, collective appropriation of the results of production activities is carried out depending on the value of the received shares» [283, p. 96]. V. Savchenko deepens this view: «A corporation is not just a joint-stock company, but a large organizational and economic structure of national or international scale that arises and operates on the basis of a high level of socialization of production, concentration and centralization of capital. It may be in the form of a large firm, a single company or an association of joint stock companies (such as a holding company, a financial and industrial group)». And further: «A corporation is a complex holistic system with its purpose and the tasks assigned to it, the realization of which is achieved through the establishment of interaction of all corporate divisions».

In our opinion, the corporation should consider any integration of entrepreneurial assets (capital, production capacity, workforce knowledge, experience, etc.) in order to create the capability to best fulfill the plan and to increase on this basis profit from business activities or profit another effect foreseen by the approved strategy. By its nature, according to V. Zinovchuk, cooperatives and ordinary corporations are fundamentally different types of enterprises. If a cooperative is an association of only producers for the provision of services related to their main activity – agriculture, then joint-stock relations involve the pooling of capital, their use and profit [326, p. 37-38]. Therefore, the economic essence of the cooperative is more related to the satisfaction of the interests of participants in obtaining the necessary services, while in the joint-stock business the dominant motive is to ensure efficient use of invested capital. «In a cooperative capital is a servant, not a master», – said in 1925 O. Chayanov [272, p. 10].

The main problem of a cooperative as a business organization is the limited ability to attract investment, which often creates a shortage of capital. In addition, the social mission of cooperatives limits the scope of their activities, whereas ordinary corporations are more mobile, easily change their profile and maneuver their investments, and therefore better adapt to changes in the markets. The peculiarity and main characteristic of a cooperative organization is that its members unite in one person the co-owner of the cooperative enterprise and his client [326, p. 38].

The cooperative, at first glance, is little different from other business organizations. However, cooperative organizations have a fundamentally different, not-for-profit nature. According to V. Goncharenko's definition, a cooperative is a democratic non-profit public-economic organization of economic self-defense of the population, which aims not to profit, but to reduce the expenses of its members for consumer or production needs.

According to a well-known modern researcher of the cooperative movement of Professor W. Watkins, the main advantage of cooperatives and a significant difference from other economic organizations is that economic activity in cooperative associations of people is subject to ethical ideals [323, p. 169; 1, p. 225]. According to M. Schaars, cooperatives are no different from the enterprises of other forms with which they have to compete. Therefore, they sometimes conclude that «a cooperative is just another opportunity to trade or engage in some other business». O. Sobolev points out that the cooperative model differs from the enterprises created by entrepreneurs and investors in order to maximize profits, primarily for the purposes of «... maximizing utility and meeting certain needs...». In this definition, the author emphasizes maximizing utility rather than enterprise profit.

However, there are also a number of similar features. Enterprises of all forms enter the labor markets, capital, management services and must ensure equal pay, interest and management remuneration. Many manufacturing processes are also similar, such as packaging, sorting, transportation, processing, credit, advertising and pricing. Businesses of all shapes are committed to improving efficiency and economic performance. They are influenced by the same general economic factors – the level of employment or unemployment, expansion or narrowing of the credit market, inflation or falling prices, taxes, changes in consumption.

The cooperative in its external properties differs little from ordinary business society. A cooperative is not a charitable institution, but a self-supporting organization that works for the benefit of a group of individuals. Like business associations, cooperatives make extensive use of hired labor, personal money, loans, and other sources of finance in all civilized

countries.

All these circumstances indicate that the organizational forms of activity of cooperatives and business partnership are almost completely identical, and therefore only on the basis of comparison of general features it is impossible to determine which association of individuals should be classified in the category of cooperative, and which should be classified to an ordinary business society. The fundamental difference between cooperatives and ordinary business society is not its external, formal features, but its internal nature. If the external condition of the cooperative depends on the market conditions and real competition, the internal nature is determined by the collective relations between its members.

An ordinary business partnership exists only for profit. It is trying to maximize its investment and working capital. Raising capital by a cooperative is not a goal of its activity, but a means of achieving the corresponding goal. Unlike ordinary business partnerships, cooperatives by their economic content cannot be aimed at maximizing returns on invested capital. A cooperative is a union of people and at the same time an enterprise. The purpose of cooperation – to meet the economic, social and cultural needs of people united in cooperatives – can only be realized through the economic activities of cooperative enterprises. Understanding the dual nature of a cooperative is key to understanding the specifics of a cooperative that needs to be properly reflected in the legislation.

In this connection, one of the most prominent contemporary theorists of the international cooperative movement, German professor G. Munckner, in his book «Cooperative Principles and Cooperative Law» stated that the fundamental organizational structure of a cooperative society is defined by its dual nature as a social and economic unit of people: (on the one hand) and businesses (on the other). In addition, it is determined by a specifically cooperative goal» – the realization of the economic interests of members. In developing a cooperative law, it is difficult to connect two different components of a cooperative society – a group of people and an enterprise – and to give the organization such a form that would fit its dual nature and allow the most effective way to realize the economic interests of its members [299, p. 153].

In the future, the growth and livelihoods of cooperatives worldwide are likely to depend significantly on how firmly they will adhere to certain principles that characterize them as cooperatives. This is especially relevant for the cooperative movement in Ukraine, since virtually none of the official or universally recognized principles of the cooperative movement was fully implemented during the period of a centrally managed economy. The very

concept of cooperative principles has been the subject of discussion to date.

Cooperative principles are defined by G. Munckner as a system of abstract ideas acquired by cooperatives through their own practical experience and which have proved to be the most acceptable guidelines for those who wish to form and support the activities of cooperative societies [299, p. 13]. According to the Russian scientist A. Makarenko, cooperative principles are «... it is the strategy and tactics of cooperatives, their unions and economic enterprises, the source of their viability and uniqueness as socially oriented economic organizations» [299, p. 90]. J.J. Holiock referred to the basic principles of cooperation as consent, economy, justice, self-help.

I. Koryakov, in his rather extensive study of the principles of cooperation, concludes that «... the principle is the inner conviction of a person or a collective (community, society) that determines its relation to reality, to other people, that is, the norms of its behavior». Co-operative principles constitute the set of moral foundations of organizational, economic, social, cultural, educational and other spheres of cooperative activity. In this definition, the author clearly mixes the concepts of cooperative principles and cooperative values.

Co-operative values are to a greater extent a moral category that is inherent in all co-operatives, regardless of their sphere and region of activity. Cooperative values are the basic principle that has always been and will underpin the cooperative movement. Cooperative principles are guiding ideas by which people translate cooperative values into life. In cooperative philosophy, cooperative values are the most stable component of the cooperative values, which give humanitarian motives to cooperators.

As I. Dakhov noted: «Cooperative values are what bind us together. Cooperatives are strong with people's activity, their commitment to well-being and goodness, human friendship and cooperation, morality and culture». In his turn, S. Boek identified three types of traditional cooperative values: basic ideas, basic ethics and basic principles. This definition traces the relationship between principles and values. Cooperative principles have always attracted the attention of not only researchers but also practitioners of the cooperative movement. They have a long history of development and improvement. Various attempts have been constantly made to improve the valid formulations. The analysis of the literature on the theory of cooperation makes it possible to conclude that practically all prominent ideologues of cooperation, from its founders to modern theorists and practitioners, have contributed to the development of values and principles of cooperation.

A major study on cooperative principles was conducted in the period 1990-1992 by E. Beck, who prepared a report of the Twentieth ICA Congress in Tokyo (October 1992) on «Cooperative values in a changing world». This report,

influenced by a study conducted by O. Leidlow on «Cooperatives in 2000», as well as W. Watkins' monograph «Cooperative Principles Today and Tomorrow», formed the basis for the adoption at the 21st MCA Congress in Manchester (September 1995) Declaration of Cooperative Identity.

The discussion on cooperative principles continues and will continue in the future until the moral and ideological foundations of the cooperative movement are replaced. The problem with many formulations of principles arises from a number of shortcomings, the main ones being an attempt to elevate existing practice to the level of principle instead of formulating the principles themselves and putting them into practice, as well as trying to formulate universal principles without taking into account the particularities of cooperatives of different types and types.

At the same time, the prevailing concept of co-operatives, formulated by O. Laidlow, boils down to the following: a larger or smaller group of people commits themselves to joint actions based on democracy and self-help in order to provide services or economic activities that are both socially desirable and beneficial for all who take part in them. The cooperative principles set out in the Declaration of Co-operative Identity do not fully reflect the peculiarities of the cooperative form of association of people. Some of them are in many respects similar to the principles of activity of enterprises of other organizational and legal forms, the other permits their extended interpretation.

As a result of the research, the principles of organization of activity, which are general for all cooperatives, reflect the essence of cooperative associations as a whole as a form of protection of socio-economic interests of the population, and specific for individual types, forms and types of cooperatives are highlighted. The basic (fundamental) principles include the following:

1. Cooperative – bringing people, individuals together to solve similar socio-economic problems through self-help and mutual assistance.
2. Voluntary participation with the consent of the majority of members.
3. Openness and availability of information on the activities of the cooperative for each member.
4. Democratic governance and control. Involvement of as many members as possible at the various levels of government in the management of the cooperative.
5. Economic interest and responsibility of members.
6. Preferred service to members aimed at improving their standard of living.
7. Quality and high standards.
8. Education, training and promotion of cooperation ideas.
9. Cooperation between cooperatives.

The stated principles form the fundamental basis of the cooperative movement. The principles of activity of individual types, forms, types of cooperatives are consistent with them. The concepts of developing specific principles for cooperatives require deep reflection and broad discussion. The principles of the cooperative movement should be formulated in a systematic manner regarding new conditions and new tasks. This is necessary in order for the cooperative to be an active participant in the process of historical development, not to stand aside from solving actual problems.

2.2. ПОТРЕБА НОВАЦІЙ ПРАВОВОГО РЕГУЛЮВАННЯ ОБ'ЄКТІВ ІНТЕЛЕКТУАЛЬНОЇ ВЛАСНОСТІ, ЇХ ОБЛІК ТА ВПЛИВ НА ІННОВАЦІЙНИЙ РОЗВИТОК І КОНКУРЕНТОЗДАТНІСТЬ ЕКОНОМІКИ

Виробництво продуктів творчого характеру праці людини розглядається сучасною наукою як важливий фактор економічного зростання та підвищення конкурентоздатності держави і який перебуває у залежності від правового регулювання. Динаміка законодавчих змін не у всьому сягла необхідного рівня гармонії та стійкості правового регулювання стосовно об'єктів інтелектуальної власності. Неповна узгодженість особистих немайнових і майнових інтересів щодо інтелектуальних продуктів людської праці спонукає до пошуку оптимальних наукових рішень, обумовлює актуальність переосмислення теоретичних питань і формування на цій основі нової довготривалої державної політики.

Інформаційне суспільство, глобалізація та стрімкий розвиток інформаційних технологій зумовлюють особливу актуальність тематики. Висвітлення проблем та виявлення прихованих невідповідностей спонукає до пошуку нових наукових шляхів їх вирішення. Інформаційне суспільство загалом будується на знаннях. Інноваційний шлях розвитку охоплює свідомість людини і суспільства загалом, торкається всіх суб'єктів, формує нові ціннісні орієнтири. Обов'язок держави – брати їх до уваги.

Загальноправові тенденції права інтелектуальної власності реалізуються зі значним відставанням, вони виявилися неадаптованими до нових технологій, зокрема таких як хмарні обчислення, біоінформатика, тощо.

Підвищення комерційної цінності знань потребує й належного правового захисту.

Найзначніші закордонні дослідження правових парадигм у сфері інтелектуальної власності знайшли втілення у працях Арніо А., Варги Ч., Гільрой Дж. М., Денікіна З.Д., Жалінського А. Є., Коген Ж. Л., Мальцева Г.